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# Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING
FOUNDED 1925

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**Truck Section**
Pages 22-33

# *NADA Assails Trend in Factory Sales Policies Cutting Dealer Margins; Seeks End of Reg. W*

## Sparks

Strikers don't strike it rich.

* * *

Diversion L a w s: Legislooting against motorists.

* * *

Manufacturers naturally take offense at the portal-to-portal pay claims and would like to see them given the gate.

* * *

***Praise***

Hats off to the Ethyl advertisement honoring Lincoln last week and calling the auto "another great emancipator." A copy should be in every dealer's showroom.

* * *

***Progress***

Class 1 railroads added 480 diesel locomotives last year. During the same period, only 83 new steam units were put in operation. Every schoolboy knows the contribution of automotive engineers to diesel development.

* * *

***Not Taken Lightly***

Motorists in Georgia and Florida are warned by AAA that the laws requiring automobiles to come to a full stop when overtaking or meeting a school bus loading or unloading passengers are being strictly enforced. Fines for violations in these states range up to $50.

* * *

***Rubber Group Ends***

The end of the inter-agency policy committee on rubber came last week in Washington with the resignation of William L. Batt, its chairman.

Batt stated that he was compelled to resign "in fairness to my own business, which I have subordinated to the national interest for the past six and a half years." John R. Steelman, assistant to President Truman, thanked Batt for his services, saying that the U. S. again might "need your broad knowledge and understanding of industrial and international affairs."

### Top Cars

*New car registrations for 11 months, plus 37 states for December:*

| 1946 Pos. | Make | 1941 Pos. |
|---|---|---|
| 1—806,321 | Ford | 560,182— 2 |
| 2—289,978 | Chev. | 863,914— 1 |
| 3—200,468 | Plym. | 442,045— 3 |
| 4—126,891 | Dodge | 209,861— 7 |
| 5—112,066 | Buick | 299,642— 4 |
| 6—100,989 | Pontiac | 277,929— 5 |
| 7— 82,168 | Olds | 224,211— 6 |
| 8— 78,540 | Nash | 75,757—12 |
| 9— 67,482 | Hudson | 71,101—13 |
| 10— 61,658 | Chrysler | 139,952— 8 |
| 11— 56,075 | Mercury | 79,521—11 |
| 12— 53,407 | Stude. | 110,673— 9 |
| 13— 50,839 | De Soto | 88,721—10 |
| 14— 33,066 | Packard | 67,066—14 |
| 15— 20,865 | Cadillac | 58,507—15 |
| 16— 9,746 | Lincoln | 18,112—17 |
| 17— 2,478 | Crosley | 1,108—18 |
| 18— 2,148 | Kaiser | |
| 19— 1,496 | Willys | 21,542—16 |
| 20— 1,348 | Fraser | |
| Total All Makes | | |
| 1,[illegible] | | 3,641,000 |

*For further details, see page 29, today's issue.*

NADA DIRECTORS and the officers they elected at Atlantic City convention last week. Front row, left to right, E. G. FitzHenry, treasurer, Worcester, Mass.; Morris O. Anderson, president, Seattle; Ben T. Wright, first vice-president, Evanston, Ill.; W. S. Edwards jr., secretary, Birmingham, Ala. Standing, left to right: Directors, Charles B. Robertson jr., Richmond, Va.; George B. Wallace, Portland, Ore.; D. G. Kelly, Grand Forks, N. D.; William L. Mallon, Newark, N. J.; Cecil Walker, Charleston, W. Va.; Robert L. Lederman, Tulsa, Okla.; Charles C. Freed, Salt Lake City, Utah; Harry L. Bell, Piqua, O.; H. L. Galles, Albuquerque, N. M.

## *Vehicle Output Hits 90,482 Despite Spring Tieup*

By Bernie Thomas
Staff Writer

DETROIT.—Despite the fact that the industry's principal supplier of cushion springs remained strikebound, U. S. car and truck output last week amounted to an estimated 90,482 units, according to AUTOMOTIVE NEWS tabulations.

**However, at press time Thursday, it was reliably reported that the 30-day wage strike at the L. A. Young Spring & Wire Corp. in Detroit was settled. According to the report, workers were slated to return pending further negotiation of the issues at hand.**

But the strike early last week closed down Packard and idled 2,600 Briggs workers, who make bodies for both Packard and Chrysler Corp. cars.

Last week's U. S. output included 63,916 cars and 26,566 trucks, compared with the 59,696 cars and 24,893 trucks in the previous week.

Combined U. S. and Canada car and truck output last week is estimated at 95,304. The previous week's accounting was 89,052, according to AUTOMOTIVE NEWS revised figures.

Meanwhile, George W. Mason, president of the American Manufacturers Assn., warned the government that car and truck makers faced production cutbacks due to excessive allocations of pig iron for housing.

**Declaring that an immediate free market would soon accomplish an equitable and productive distribution of available materials, Mason said first effects of the pig iron shortage would be felt in March or April and continue through the entire second quarter.**

He pointed out that the cutbacks would be from the present restricted schedules in effect.

Almost simultaneously at NADA's convention in Atlantic City, George Romney, AMA managing director, predicted a 1947 production of 3,600,000 cars and 1,100,000 trucks.

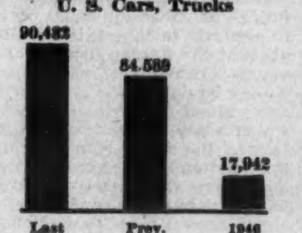
Most industry opinion is that Romney's prediction c o n s i d e r s present limiting factors and therefore is conservative. In 1946, one of the most difficult production years in history, U. S. plants succeeded in turning out 2,155,924 cars and 940,583 trucks—a total of 3,096,507.

**At present, U. S. makers are turning out vehicles at a pace of 4,200,000 cars and trucks annually. However, none of the Big Three, except Ford, so far in 1947, has produced at even previous postwar capacity.**

**General Motors** U. S. passenger car output for last week is estimated at 25,336, a slight rise over the 22,777 of the week before. The

(Continued on Page 30, Col. 1)

### Production
**Automotive News Estimates, U. S. Cars, Trucks**




*For complete production totals by makes, see table, page 30.*

## Committee to Discuss Remedies with Makers

### *6,500 Dealers at Convention Hear Romney Predict 3,600,000 Cars, 1,100,000 Trucks in '47; M. O. Anderson Succeeds Mallon*

By Pete Wemhoff
Editor, Automotive News

ATLANTIC CITY.—Opposition to Regulation W and recent factory sales practices was voiced here last week by 5,500 delegates to National Automobile Dealers Assn.'s 30th annual convention.

The session, which also attracted about 1,000 wives, elected M. O. Anderson of Seattle to succeed Wm. L. Mallon as president. Mallon retired after serving two terms.

Other officers are: Ben T. Wright, of Evanston, Ill., first vice-president; W. S. Edwards jr., of Birmingham, Ala., secretary, and E. G. FitzHenry, of Worcester, Mass., reelected as treasurer.

The board also approved the nominating committee's choice of Charles C. Freed, of Salt Lake City, as chairman of the membership committee, and Turner Summers, of Louisville, as chairman of the nominating committee. The directors recommended the selection of Los Angeles for the next convention.

Delegates heard:

1 George Romney, managing director, Automobile Manufacturers Assn., predict 1947 production will total 3,600,000 cars and 1,100,000 trucks. He also believes there will be no auto show before 1948 because of scattered new model announcements.

2 Lee Moran, NADA executive vice-president, warn dealers to prepare their sales setup for the forthcoming buyer's market. He attacked recent factory thinking on dealer profits, reductions in discounts and cited dealer insecurity on continuance of franchises and apprehension over territory packing.

3 Rep. Charles A. Halleck, majority leader of the House, declare

(Continued on Page 6, Col. 1)

### *Text of NADA's Resolution on Sales Practices*

*FOLLOWING is the text of the NADA resolution opposing recent factory sales practices "threatening dealer security":*

"Throughout the years during which the automobile industry has been built to its present greatness, it has been divided into two major distinct phases, namely, manufacturing and distributing.

**"It is right and proper that these two branches should coordinate their activities to their mutual advantage, but it is not right that either should be required to absorb a burden of the other in such a way as to penalize it unduly.**

"More than 5,000 members of NADA in convention assembled at Atlantic City, find reason to fear that certain recent trends in manufacturer sales practices, if continued, may, through a lowered return to dealers, threaten their security. These trends include:

"1. The practice of manufacturers or dealers delivering cars to employes of the manufacturers or other favored groups, at small or no profit:

"2. The reduction of discount in certain lines.

"3. The reduction of discount on parts.

"4. The increase in charge for advertising, which is absorbed by the dealer.

"5. The billing of accessories at the same discount as cars.

"6. Restrictions policy on reimbursing dealers for necessary policy adjustments.

"7. The forced sale of unneeded parts and accessories.

"So serious are the potentialities of these trends, in the opinion of members of the convention, that they merit prompt and careful joint consideration by representa-

(See TEXT, Page 29, Col. 4)

## Now It's Pig Iron

### *Allocations to Housing Will Cut Auto Output In Spring, AMA Warns*

DETROIT.—A shortage of pig iron threatens cutbacks in automobile and truck production and a drop in employment through the second quarter of 1947, George W. Mason, president of the Automobile Manufacturers Assn., warned the Office of Temporary Controls last week.

First effects of the shortage are expected in "March or April," Mason said.

In a letter to Maj. Gen. Phillip B. Fleming, OTC administrator, Mason said that "based on best information from the foundries" supplying automotive assembly plants and parts suppliers, the "curtailment will not be momentary but, on present prospects, will run through the second quarter of 1947."

He pointed out that the cutbacks will "not be from a full production level, but from the restricted basis of operations now prevailing in the industry.

"All the evidence we have is that the key to the pig iron shortage is the allocations to housing purposes, which seem to exceed pres-

(See IRON, Page 31, Col. 5)

### Early to Press

Due to a continuance of the Pressmen's Union slowdown, this issue of AUTOMOTIVE NEWS went to press Thursday evening (Feb. 20) instead of Friday as customary for many years.

To bring its readers last-minute news quickly, AUTOMOTIVE NEWS for many years has paid time and one-half and double time to pressmen of an independent publishing company which prints AUTOMOTIVE NEWS. However, the Pressmen's Union, which is negotiating a contract with all Detroit printing houses, now refuses to work overtime at any price.

We hope the difficulty will be cleared up in the near future, without undue burden on our readers.

## At NADA Convention . . .

NEW JERSEY GROUP at the NADA convention in Atlantic City last week. Left to right: Chet Watson, Hackensack, past president, Bergen County association; John N. Kramer, Bayonne, past president New Jersey State association; Gerald S. Kleinhanz, Woodbury, trustee, state association for Gloucester county, and H. Morgan Hatch, Camden, past president, state association.

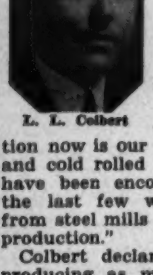
### *Cleveland Plant to Make Wagon Bodies for GM*

**CLEVELAND.—Production of bodies for a new station wagon division of General Motors will get underway this spring at the Fisher Body division plant here, it was announced last week. Peak output is scheduled for midsummer.**

**The new body, to be made first for Chevrolet, will be available in two styles. One, with two seats accommodating five persons, combines passenger space with a large luggage section. The other, with three seats, accommodates eight passengers.**

## Output Future Still Uncertain, Says Colbert

DENVER.—L. L. Colbert, president of the Dodge division of Chrysler Corp., declined here last week to forecast the future of automobile prices and production, commenting that there are "too many intangible elements, any one of which may affect the situation."



L. L. Colbert

"The principal bottleneck in automobile production now is our inability to get hot and cold rolled steel," he said. We have been encouraged, though, in the last few weeks by promises from steel mills of increased future production."

Colbert declared that mills are producing as much steel as ever before, but demands are greater and amounts allocated by the government to automobile manufacturers are insufficient for capacity output. He said additional mills are expected to begin production late this year.

"I'm for lower prices, for getting the prices down on everything," he said, "but I don't know what future wage levels and production records will be."

## Ford Titles Cars As 1947 Models

DEARBORN.—Current purchasers of Fords, Mercurys and Lincolns are receiving 1947 titles, it was disclosed last week by J. R. Davis, vice-president and director of sales and advertising, who said the move was designed to protect buyers on future trade-in values.

"So-called facelifting, resulting in slight appearance changes, is not necessary to designate a yearly model," Davis pointed out. "It is up to the manufacturer to designate changes for the purposes of registering a car as a 'yearly model'."

### *Williams' Garage Fire*

MILFORD, N. H.—(UTPS)—Williams' Garage and an upstairs apartment were destroyed by fire. The blaze was believed to have been caused from lacquer fumes in paint being used in a spray gun by the garage owner.

AT THE NADA convention, H. C. Doss, general sales manager of Nash, played host to more than 150 Nash dealers at a breakfast. Pictured in the usual order are, J. B. Schaaff, president of Capitol Garage, Washington, D. C.; Mrs. Schaaff, and C. W. D. Kinsey, Nash dealer at Lincoln, Neb.

## *Ford Eyes West Coast Buying As Hope for Price Cut*

SAN FRANCISCO.—Henry Ford II, president of Ford Motor Co., disclosed here last week that his company hopes to quadruple its purchasing on the West Coast in an effort to reduce costs and prices.

Speaking before a luncheon meeting of northern California manufacturers, Ford expressed the belief that "this is an industrial area which can help us mightily to make automobiles for America's No. 1 citizen — the consumer — at lower costs."

**"We want to spend with you annually at least $50,000,000 more than we have ever spent here for the purchase of parts, supplies and materials," he declared.**

"What good is a high income if prices are so high that people cannot buy the things they need? What must a mass production manufacturer think when he sees ever-higher prices slowly robbing him of the great mass markets on which the very security of his company depends?

Ford addressed Los Angeles area manufacturers later in the week on a tour of the West which started in Salt Lake City. He was accompanied by Ernest R. Breech, company executive vice-president, and Albert J. Browning, vice-president in charge of purchasing.

**Further evidence that Ford was contemplating another price reduction was indicated by Browning, who predicted in Salt Lake City that Ford production would be increased by about 50 percent after July 1.**

In the announcement of the $15-$50 price cut last month, Ford said that it would be possible to lower prices again when output rose 50 percent.

Ford asserted at Los Angeles that "one of the great objectives of the Ford Motor Co. (is) to do its part in showing this country and all the world that human freedom and free competitive enterprise really work in the best interests of all of us."

He described as a "disturbing state of affairs" the findings of a recent poll, which revealed that 45 percent of the American people believe that government can do the best rehabilitation job while only 26 percent feel that business can do it.

Observing that in 1941 the percentage of Americans placing their confidence in business was the same — 26 percent — Ford said "there may be two closely related reasons" for the absence of an increase during the war effort:

**"First, it may be due to the failure of American business until recently to take into sufficient account the human aspects of its march toward progress. Second, it may be due to the misinformation about American business which has resulted from the first failure. For where you have misinformation, you have distrust, and where you have distrust, you have a vote of no confidence."**

Ford appealed to his audience to aid "in turning people's eyes again to the genuine forces which have made this country great."

Browning told the San Francisco industrialists that West Coast producers are in a better position to compete with eastern Ford suppliers for two reasons. These, he continued, were the "great wartime expansion of iron and steel in the West" and "the higher freight rates railroads have been forced to charge because of mounting costs."

Breech said the Ford California plants expect to assemble 100,000 cars and trucks this year. He praised the "spirit" of labor and management in West Coast factories.

In a Salt Lake City press interview, Ford indicated that the big steel plant at Geneva, Utah, would play a vital part in the company's western expansion program. Geneva may well furnish a substantial part of the steel for parts used in Ford's California assembly plants, he said.

### *Young St. Motors*

A certificate of partnership has been filed for the Young Street Motors, 279 Young St., Tonawanda, N. Y. Partners are Stanley Packard and Charles Brinker.

A GRANDFATHER-SON-GRANDSON combination were chief candle-blowers and cake-eaters at the 96th anniversary celebration of Studebaker in South Bend. The company was founded on Feb. 16, 1852, by two brothers with $68 in cash, a blacksmith shop, two forges and an order for one farm wagon. Other historic dates engraved on the 50-pound cake are: 1902, when the company first entered the automobile business; 1920, when the manufacture of horse-drawn vehicles was abandoned. Above, at the ceremony, Everett Thornton, body fitter; Paul G. Hoffman, president; Harold S. Vance, board chairman; Russell Thornton, muffler assembler Kenneth Thornton; door hanger.

New Chrysler Deadline Near . . .

# *AFL, CIO Plan Talks On Merger Proposal*

By Mac Gordon
Staff Writer

DETROIT.—The CIO and AFL took the initial steps last week toward a proposed merger of identities which would place more than 14,000,000 workers under the rule of one great American labor union.

The two unions indicated that the rapid swing of the labor pendulum to the right was perhaps the biggest factor in the consideration now of the AFL's proposal for a complete merger of forces.

**Philip Murray, CIO president, conditionally accepted the AFL invitation to study the plan. Murray said there would first have to be a united front on labor legislation before the CIO could take a stand on an all-out merger.**

He appointed five CIO union presidents to discuss the proposal with top AFL leaders, again qualified on the stipulation that legislation would be the foremost item on the agenda. But it was clear that the joint discussions would delve deeply into the prospect of a united front in name, as well as policy.

Industry observers declared that the consequences of a unification would be of such a magnitude as to pose a serious threat to the free enterprise system. They pointed out that it would put the workers in nearly all principal industries under one leadership whose realm would extend into every phase of American life.

Of course, it is still highly doubtful whether an AFL-CIO merger will come to pass. The CIO has raised a number of objections growing mainly out of organizational differences, and the leftwingers in the CIO are expected to fight the plan to the bitter end.

The CIO accepted the merger discussion overture on the heels of a new series of administrative and legislative actions regarded as labor setbacks.

**Chief among these was a unanimous NLRB decision affirming that employers may legally replace workers striking for economic issues. This followed another ruling to the effect that wildcat strikers can be discharged if the contract contains a no-strike agreement.**

In Detroit, meanwhile, the month-old strike at two plants of L. A. Young Spring & Wire Corp. continued with both sides still deadlocked on a wage inequity demand. The tieup forced Packard to suspend assembly operations for the week and curtailed production at four Briggs plants supplying Packard.

Chrysler and UAW negotiations approached another contract deadline—this one stemming from the 30-day extension of the Chrysler contract to this Wednesday (Feb. 26). The contract extension date is likely to be extended further, though, unless an agreement is reached by Wednesday.

The week's developments in Washington included:

1 A survey of the Senate Labor Committee showing that a majority of the 13-man group are opposed to legislation prohibiting the closed shop and industrywide bargaining. Three Republican committeemen, Morse of Oregon, Aiken of Vermont and Jenner of Indiana, are aligned with the majority sentiment.

2 The reported agreement of the House Labor Committee on seven union curbs, including prohibitions of jurisdictional strikes, secondary boycotts and mass picketing. The House committee also favors requiring a majority strike vote of all workers in a plant; granting "the right of free speech" to employers in labor disputes; making unions suable for breach of contract, and requiring the election of union officers by secret ballot at regular intervals.

**As a result, no proposal for restricting the closed shop or industrywide bargaining is ex-**

(Continued on Page 31, Col. 1)

## Car Insurance Boosted 30 Pct. In 27 States

NEW YORK.—A 30 percent increase in automobile insurance rates and a 40 percent rise in commercial vehicle rates became effective last week under new schedules announced by the National Bureau of Casualty & Surety Underwriters.

Effective in 27 states, the District of Columbia and Alaska, the new rates also call for a 12 percent advance in the premiums for bodily injury insurance. Revisions for the remaining states will follow when they have been developed and cleared with state authorities, the National Bureau declared.

**Heavy increases in the number of automobile liability claims received and the much greater cost of settling these claims were the principal reasons for the new rate adjustments, according to William Leslie, general manager of the rate bureau.**

The Missouri State Insurance Department approved the 10 to 40 percent increases by which basic insurance rates in St. Louis will jump from $41 to $45 per year on a $5,000 bodily injury policy. A $5,000 property damage policy will likewise advance from $12.50 to about $16.10 per year, according to Sam J. Passen, chief underwriter for the Automobile Club of Missouri.

Increases are under consideration for New York state but it is not likely application will be made until supporting evidence based on 1946 records has been developed.

"We finally located these parts although it took 2 ads several months apart. We believe in being persistent."—Parsons Auto Reconstruction Shop, 45 N. Franklin St., Washington, Pa.

TWENTY-TWO KAISER-FRAZER dealers from the panhandle country around Amarillo, Tex., came by special railroad car to Willow Run to inspect the Kaiser-Frazer plant in production. The expedition was organized by E. J. Carter of the Carter Motor Co., distributor in Amarillo, to show the dealers in his section what has been accomplished at Willow Run. Carter is in the center front row. On Carter's left is Fred K. Cooper, Kaiser-Frazer director of sales, and on his right, W. G. Morrison, assistant director of sales. The visitors included Cleo Woods, Clarendon; John Garvey, Pampa; N. E. Milburn, Crosbyton; M. L. Payne, Littlefield; T. I. Batson, Amherst; Dree Warren, Levelland; Dick Carter, Floydada; Harry Ragan, Plainview; Robert R. Rogers, Borger; Ralph Bailey, Tahoka; L. E. Ward, Wellington; E. F. Harmon, Shamrock; W. H. Lackey, Perryton; Henry Miller, Tulia; J. W. McBrayer, White Deer; T. C. Redford, Brownfield; Guy Fuller, Spearman, and R. P. Fuller, Big Springs. New Mexico was represented by Faris Roberts, Clayton, and G. F. Williard, Tucumcari, and Oklahoma by Bickford Slack, Guymon.

# Dealers tell me

**By John O. Munn**

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Munn in care of Automotive News, Detroit, and the writer's name will be kept in confidence if requested.

A FEW factory representatives have taken me to task for giving too conservative advice on dealer expansion programs. I admire the loyalty of factory representatives. Being loyal to an assignment is to be encouraged. Loyalty is an asset we all should have. Otherwise, we will find it difficult to take forward steps.

**A lot of factory representatives, being young, are not familiar with the "Mausoleums" built by dealers on the recommendations of some factories during prosperous years of the past. Many of these investments increased the fixed expense to an amount that a dealer was unable, during bad years, to meet it. Therefore, they became bankrupt.**

* * *

### *Most Recommendations Are Justified*

Most factory recommendations for expansion are justified. In many instances the expansion cannot immediately take place because of the shortage of manpower and material: I am unalterably opposed however, to factories insisting that dealers set up an overhead way beyond the amount justified based on past experiences. It is all right to hope. This industry has always been optimistic and will remain so. But when a factory insists that a dealer's layout be based on three or more times the potentials that have existed in the past, then that dealer is taking an unwarranted venture.

**All of us know that every factory's hopes cannot materialize. There is nothing in the future to indicate that the industry in its entirety will produce regularly three or more times the volume which has been produced in peak years. Therefore, my conservatism.**

Anything I have ever said, however, is not to be interpreted that I am against a dealer expanding to take care of postwar service business. It must be remembered that the volume available for a dealer in the service business will remain four times greater than is the dollar value of new car sales even in good years. The war experience has taught many dealers the value of service in paying their entire overhead. We must never forget too that while the law of diminishing returns works out in the case of new car sales, we cannot continue allowing more and more for used cars to stimulate new car sales without eventually coming against disaster.

* * *

### *More Service Business The Merrier*

The law of diminishing returns on the service end of the business does not work out. The more service customers the merrier, and the more opportunity for permanent, secure profits. Service always will be an expanding business. In several decades there are sure to be twice as many owners as there are now, which means the possibility for growth in the service departments is almost unlimited.

**We must bear in mind, too, as we approach the question of new facilities, that during the war years many dealers were compelled to operate in inadequate quarters. That many customers tolerated conditions in their shops only because they could not do better elsewhere.**

Now that the war is over, such dealerships should instantly embark on programs to streamline their service layout. They should obtain immediately the equipment they have so long wanted. Independent service station competition will be a threat unless we modernize to compete with it.

* * *

### *Care Needed to Keep A Strong Position*

Dealers are wise to provide the necessary facilities to give prompt and efficient service, but nevertheless, I am convinced that we should be careful with our capital and fixed investment, so we will not so extend ourselves as to unduly jeopardize our cash position for operating purposes.

I believe that a progressive dealer is fully familiar with his own situation and is capable of making proper decisions in regards to expansion. Surely, he must always provide adequately to take care of his business and constantly increase his facilities as his business develops.

## Ford, Plymouth Lead D. C. Sales In January

WASHINGTON.—A total of 1,648 new passenger vehicles and 240 new commercial vehicles were sold in the District of Columbia during January, according to compilations announced by the Washington Automotive Trade Assn. last week.

Ford, Plymouth and Chevrolet led the passenger-car field in that order with individual totals of 293, 222 and 213, respectively. Dodge, Oldsmobile, Pontiac and Buick followed with totals of 168, 128, 122 and 122.

Commercial vehicles totaled as follows: Chevrolet, 61; Ford, 60; Dodge, 49; GMC, 16; International, 12; Divco, 10; Studebaker, 7; White, 5; Diamond T, 5; Reo, 3; Federal, 2; Brockway, 1, and miscellaneous, 3.

Taxicabs titled during January were as follows: Plymouth, 117; Dodge, 52; Chevrolet, 44; Ford, 39; Packard, 22; Hudson, 2, and Pontiac, 1.

Other passenger car tabulations include: Nash, 49; Packard, 47; Studebaker, 45; Mercury, 42; Cadillac, 41; Chrysler, 37; DeSoto, 36; Hudson, 36; Kaiser, 17; Lincoln, 11; Frazer, 5; Crosley, 4; Willys, 4 miscellaneous, 5.

## $100,000 Fire Destroys Schweer Garage in Ark.

HOT SPRINGS, Ark.—Fire destroyed the Kenneth Schweer Cadillac-Pontiac garage at 209 Central Ave. last week, causing a loss estimated at $100,000. Schweer said half of that sum was his personal loss.

Six cars belonging to Hot Springs residents and visitors were destroyed. Several new Cadillac and Pontiac cars were pushed to safety.

## Chrysler Dealers Name Margolis in Detroit

DETROIT.—Samuel Margolis, of Hamtramck, was elected president of the Chrysler-Plymouth Dealers Assn. here last week.

Other officers are Ned Fisher, vice-president; Nat Buhl, of Wyandotte, secretary-treasurer, and Ed Snethkamp, Chrysler line representative, on the Detroit Auto Dealers Assn. board of directors.

### *Yarbrough Opens*

The Yarbrough Motor Co. (Studebaker) has formally opened its home at 390 W. Peachtree St., N. W., Atlanta, Ga.

### *Westwick Assumes Post As PAA Safety Head*

**HARRISBURG, Pa.—Capt. E. H. Westwick, formerly of the Illinois State Police, has been named safety director for the Pennsylvania Automotive Assn., it was announced last week.**

**Capt. Westwick took up his new duties Feb. 15 and will spend the next few months in acquainting himself with the problems of his office.**

### *Double-Decker Bill Passed by W. Va. Senate*

**CHARLESTON, W. Va.—More than 200 automobile dealers were present at hearings which resulted in the passing by a vote of 32 to 1 in the state senate of the controversial "double decker" bill which would permit transportation in this state of new cars and trucks aboard highway haulaways in double-level loads.**

**Continued support of the bill was asked last week by the Automobile Dealers Assn. of West Virginia in its request to members of the association to write to their representatives, thanking them for their support and asking further help in the final action.**

## Akron Dealers Promote Safety In 36 Signboards

AKRON.—Combining its public relations program with the safety drive, the Akron Automobile Dealers Assn. and the Summit County Safety Council are sponsoring 36 outdoor sign boards in this city and throughout the county.

The original board was on display at the NADA convention in Atlantic City last week, according to John Lehman, secretary-manager of the association. A similar poster, three by five feet, will hang in the service department of every dealership in the county.

On a recent Electric Auto-Lite radio broadcast starring Dick Haymes, Lehman gave a non-commercial safety message which lasted a minute and a half.

He combined figures on traffic deaths with warnings on safety and urged the radio audience to "have your brakes checked. Don't be a killer. Be reminded again and again that 'Safety is No Accident.' Unless you can stop your car you are negligent. You are to blame.

"Take the advice of the Summit County Safety Council. Have a safe car to drive. Don't take chances. Avoid speeding. Honestly, what's your hurry?"

## Cleveland Sells 27,197 New Cars

CLEVELAND.—New passenger-car certificates of title issued in this area in 1946 totaled 27,197, County Clerk Leonard Fuerst announced.

Titles for all types of truck and passenger car transfers totaled 176,498.

## Big Parts Task

### *Makers Must Double Output For 5,000,000 Cars*

ST. LOUIS.—Parts manufacturers must almost double their 1946 output to supply the estimated 5,000,000 new cars and trucks which will be produced in 1947. At the same time, the need for replacement parts in 1947 will be exceedingly greater than ever before, according to a *Business Week Magazine* report now being circulated among dealers by the A. H. Leu Sales Co., parts supplier here.

However, the report continues, with all this increase in the demands for parts, raw materials will limit the increased output to a mere 18 percent over 1946. This means that available replacement parts will be 30 percent below the demand if 5,000,000 cars are made, or 13 percent below the demand if only 4,000,000 cars are made.

AUTOMOTIVE NEWS, in a survey published Jan. 13, estimated the parts and replacement markets at 2½ billions during 1947.

### *Siple Heads Dealers In Woodward, Okla.*

WOODWARD, Okla.—With J. Park Siple as president, the Woodward Automobile Dealers' Assn. has just been organized here. Albert Laubhan is vice-president and Harold Baker, secretary-treasurer.

What do you want to buy, sell or trade? See Classified Want Ads, inside back cover this issue.

## Dealers Pool Used Cars

### *Hamtramck Group Sets Up Co-Op Ad Plan To Attract More Buyers*

HAMTRAMCK, Mich.—Ten new-car dealers here, joined together under the Hamtramck Auto Dealers Assn., have launched a cooperative advertising program.

Object of the drive is to promote Joseph Campau, the street on or near which all dealers are located, the automobile row of Detroit.

**The group is working on an ambitious and cooperative used-car wholesaling plan in which thousands of mailers are to be sent out each month.**

Realizing that one new-car dealer cannot offer out-of-town buyers a sufficient quantity of used cars, the dealers figure that since they are close together they can attract buyers by pooling their listings.

Each member contributes a certain sum for each car sold to build up the cooperative advertising fund. The Rex agency is handling advertising.

**Another object of the plan, according to Maury Shorr, of Dick Connell Chevrolet, is to try to get real value out of advertising which in the past has been a nuisance.**

Thus, the individual dealers now refer all requests for advertising from groups like firemen and policemen who are planning field day programs or yearbooks to the association.

If found to be desirable, the association then can take a sizeable ad which will get attention, put across a short message and list the dealers.

Members of the association are Adam & Gentile (Packard), Cousins Motors (Hudson), Connell Cadillac, Dick Connell (Chevrolet), Edmond Motor Sales (Oldsmobile), Johnny Motor Sales (De Soto - Plymouth), Krajenke Motor (Buick), Woody Pontiac and Margolis Motor Sales (Chrysler-Plymouth).

## Legislative Unit Of Three Men Picked in N. H.

PORTSMOUTH, N. H.—(UTPS)—A legislative committee to watch measures affecting the automobile industry during the current session of the legislature was named at a meeting of the directors of the New Hampshire Automobile Dealers Assn. here.

The group consists of Earl R. Elsea, of Portsmouth; Nils B. Carlson, of Concord, and Carl W. Wyman, of Alton.

Walter J. McGregor, state association secretary, reported that approximately 50 New Hampshire members attended the annual meeting of NADA in Atlantic City.

## *Milwaukee Assn. Names Blanding*

MILWAUKEE, Wis.—A. C. Shallock, recently elected president of the Milwaukee County Automobile Dealers Assn., has appointed R. M. Blanding as secretary of the group.

R. M. Blanding

Blanding was in charge of the OPA car price section here for four years until the office was closed. It has been announced that Blanding's job is to be that of promoting personal relations between dealers and help the public in relations with car dealers.

"We want you to know that Automotive News is the most read and quoted paper in our establishment."—George Soule, Butler Nash Co., Butler, Pa.

## Conn. Officials Differ on Value Of Vehicle Tests

HARTFORD, Conn.—Two traffic safety officials here are at odds on the question of reopening motor vehicle inspection in Connecticut.

City Traffic Engineer William E. Egan of Hartford said the inspection lanes "are of dubious value."

Robert L. Catlin, chairman of the State Highway Safety Commission, said "it is discouraging to have a well-informed city official . . . take such a view."

In a statement on inspection lanes, Egan said: "While I am in 100 percent agreement that cars should be maintained in good mechanical condition, nevertheless I am firmly convinced after some eight years of studying our local accident records, that it is the driver and not the car that causes the accident."

To this, Catlin answered: "Egan places little value on the long-standing Uniform Vehicle Code prepared by the National Highway Safety Conference. Since 1926, Act V of this code provides for periodic inspection of motor vehicles as a fundamental principle of safety."

## Chillson Gets Presidency Of Indianapolis Assn.

INDIANAPOLIS.—O. A. Chillson, president of Meridian Pontiac, Inc., has been elected president of the Indianapolis Auto Trade Assn. Other officers are James Taylor, vice-president, of Community Buick, Inc.; Homer L. Archer, president of Harry A. Sharp Co., Inc., secretary, and Paul Mason, general manager of Capitol Motors Co., treasurer.

Three new directors to three-year terms are Paul Taylor, Paul Kuhn, general manager of East Side Chevrolet, Inc., and Clifford J. Hart, president of Hatfield Motors, Inc. Headquarters will be moved from 938 N. Meridian St. to 33 W. St. Clair.

### *Crawford Shop Burns*

GLENWOOD, Ark.—Crawford Chevrolet Co. garage here was destroyed by fire Jan. 28 with a loss of several thousand dollars.

### *Robson Changes Name*

Robson Motors Ltd. (Chrysler-Plymouth), Courtenay, B. C., will in future be known as Lintott Motors.

LEFT TO RIGHT, Dave Corbin, president, Akron Automobile Dealers Assn.; Akron Chief of Police Thomas F. Lynett and John Lehman, secretary-manager of the association, view one of the 36 outdoor boards devoted to safety in that city.

★ ★ *The Newspaper of the Industry* ★ ★

# Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

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AUTOMOTIVE DEALER MAKER NEWS

**WE STAND FOR:**

¶ 1. *Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories.* ¶ 2. *A fair profit to the dealer on every used vehicle accepted in partial payment for a new car or truck.* ¶ 3. *Every dollar of gasoline tax collected by state or federal governments applied to the building and maintenance of highways.* ¶ 4. *The elimination of governmental and bureaucratic controls over this industry.* ¶ 5. *A return to the precepts of independence and the rewards of applied energy and ability, which made America and gave more of her citizens more of the better things of life than anywhere else in the world.*

## Pointing the Way

ACTION of the Pennsylvania Automotive Assn. and the Akron dealers association point the way to greater public service by dealers, as well as self-interest in promoting safer use of their product.

PAA has engaged a former captain of the Illinois State Police as its safety director. The Akron dealers are sponsoring a billboard safety campaign.

This is enlightened self-interest; it is not only a public service. Safe driving should be a primary interest of dealers.

They are concerned, too, with all the problems that the auto brings. The auto's gift to mankind is great, but at the same time there is danger in the misuse of this gift.

It is to the credit of the dealers that they are trying to do their share, and more, to iron out the problems.

## Spring's Coming

IN THE springtime, folks' fancies turn to thoughts of the open road.

So dealers have about a month now to plan their spring service campaign and to get their shops in gear for conditioning services.

The dealer who does a good job now will steer the business his way.

## Recommended Reading

IF YOU have been wondering how the Communists, with only one or two percent of CIO membership, can control about 25 percent of the CIO local unions, read the lead story in the *Saturday Evening Post* which went on sale last Wednesday.

The article tells how the Communists work through tight discipline to overwhelm the conservatives by deceit, cheating, attrition and any other means at their disposal.

It warns, as AUTOMOTIVE NEWS has done in the past, of the danger of having men owing allegiance to the Soviet Union and set on destroying the freedom of the men they lead at the head of unions which can tie up basic U. S. industries.

The fact that so much power is concentrated into the hands of men determined to wreck the American way of life is one of the best arguments we have seen against industrywide bargaining.

We believe, also, that many businessmen as well as union men have become too shy of the expression "red-baiter." Communists are a menace to our economy, and no one who has a stake in America should hesitate to say so.

## —a word in EDGEWISE

by *George M. Slocum*

If you can qualify as an old timer, which means that you have been in the automobile business for a quarter of a century, you will find a treasure house of memories in a new book released only last week. It's titled "The Fabulous Hoosier" by Jane Fisher, widow of the late Carl Fisher, whose name and exploits will always be indelibly engraved in the hall of fame of the turning wheel. From cover to cover, the book is a fascinating biography of a self-made American with all of the native attributes which held us spellbound in the days when we read the Horatio Alger stories. The success story is not a new one, but the mind of a promoter and the unconquerable spirit which Carl Fisher possessed were unique even in the day when the automobile was giving the answer to man's eternal demand for swifter transportation and rewarding those who possessed the vision with the touch of an Aladdin's lamp.

**CARL FISHER, "THE FABULOUS HOOSIER"—**

* * *

STARTING AS so many others did in the bicycle business, while still in his teens, it was only a step for Carl Fisher in the selling of Stoddard-Dayton automobiles in his home town, Indianapolis. But Carl was not content with the ordinary means of selling. He demanded the focus of public attention, even if he himself had to ride a bicycle on a tight wire stretched from the roofs of two tall buildings, drop a new car from the roof to test its strength or make a balloon ascension in a touring car suspended by cables, and eventually driving back in the car from the place where he landed. That he drove back in *another* car painted the same color, with no suspicion aroused by news reporters or anyone else, taught him an early lesson in the gullibility of the public.

* * *

WHAT HAS since been referred to as "Fisher luck" occurred in the very early days when driving a car at night was seldom heard of and always perilous. Oil lamps were useless, carbides a source of annoyance. One noon Fred Avery brought an old tank filled with gas under pressure which was patented for auto lighting. Although Avery had carted his invention around the country for years, Carl Fisher was the first to see its possibilities. He called it Prest-O-Lite and, within a few years, it had made tens of millions for its promoter.

* * *

WITH HIS newly acquired wealth, Carl Fisher promoted the Indianapolis Speedway which became the international testing ground for mechanical improvements in motor vehicles. The chapters devoted to the history of the track, the races held there and the galaxy of men who won fame and fortune there will hold you like a detective story. But in between he conceived, so his widow writes, the idea of a highway from coast to coast which he was responsible for naming the Lincoln Highway in memory of his greatest hero. Then the Dixie Highway from Montreal to Miami. Into all of these projects he poured his energy, his enthusiasm and his own money until they were well under way to success.

* * *

PROBABLY not only the old timers, but everyone past his thirties today will remember Carl Fisher best as the promoter of Miami Beach. When he first fished around the shores of the Bay, the beach was a mosquito swamp infested by snakes and so dense with underbrush as to be impassable. But in his mind he could see the tall buildings and spacious palm-lined boulevards which exist there today. People were unanimous in the opinion that he was crazy, and there were times when even he must have wondered. Says Mrs. Fisher: "Carl had counted on spending no more than the estimated $75,000 on building the foundations in the city. Now he found great dredges, sucking up the bottom of Biscayne Bay and spewing it through pipes over mangrove roots and palmetto, were pumping night and day into his great fortune. His bills were $52,000 a day!"

* * *

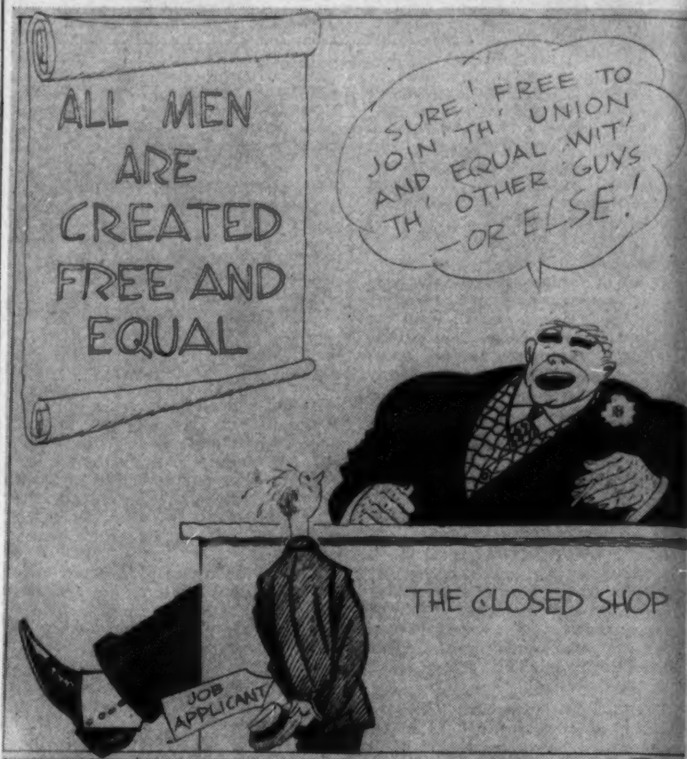
I COULD go on and on quoting from this book, which I am ready to guarantee anyone in our business will find as interesting as I did. Jane Fisher has not only done her husband's memory a worthy honor, but she has added invaluable memoirs and facts of great historical value to our industry.—G.M.S.

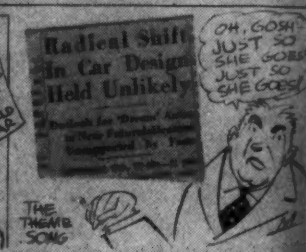
* * *

*"The Fabulous Hoosier" can be obtained from the Book Dept. of Automotive News.*

## OGGIE LOOKS at the AUTO NEWS

by Cal FitzGerald






## Letterbox

## 'Up Their Sleeves . . . . . .'

This is an open forum for the discussion of any subject of interest to our readers, and your letters are welcomed. No attention is given to unsigned letters but you may sign your name with the assurance that it will not be used, if you so request. Address Editor, Automotive News, Detroit 26, Mich.

***Slick Ideas***

Your recent articles on proposed legislation throughout the nation was interesting and informative. Most of the states have slick ideas up their sleeves to sock the motorists more.

Yet many Congressmen are said to have a serious intention of eliminating the 15 percent travel tax in effect during the war. I haven't heard of any intention of decreasing the federal gasoline tax. All I hear is plans for boosting the gas levy in the states. When will motorists get a break? Why the partiality?

The railroads, the airlines and the ship firms will benefit by this proposed cut because it has possibilities of developing a great travel urge among low-income groups. Fifteen percent is important money to them.

I know that the railroads can stand more business. Many of their spokesmen admit that their history has been marred by frequent flagrant examples of mismanagement.

For what the auto industry has done for the nation, it deserves better tax breaks—not a continuation of bad breaks.

The federal government could take the lead in giving it a better deal, an example for the states to fellow. Maybe my congressman has the answer to that. I'm going to write him.—F.L.M.

## Coming Events

**FEBRUARY**

**Feb. 26-March 2—Houston, Tex.** Southwest Automotive Show (parts and equipment).

**MARCH**

**March 3-5—Tulsa, Okla.** (Mayo Hotel). Spring meeting of the American Society of Mechanical Engineers.

**March 10—New Orleans** (Hotel Roosevelt). Annual meeting of Louisiana Auto Dealers Assn.

**March 19-20—Des Moines** (Fort Des Moines Hotel). Annual convention Iowa Automobile Dealers Assn.

**March 19-22—Houston, Tex.** (Rice Hotel). Annual convention of American Society of Tool Engineers.

**March 21—Indianapolis** (Claypool hotel). Annual meeting, Automobile Dealers Assn. of Indiana.

**APRIL**

**Apr. 9-11—New York** (Hotel New Yorker). SAE Spring Aeronautic meeting.

**Apr. 16-18—Chicago** (Hotel Stevens). SAE Transportation meeting.

**MAY**

**May 1-2—Wichita, Kan.** (Hotel Lassen). SAE Personal Aircraft meeting.

**May 6-10—Chicago** (Stevens Hotel). Annual convention and exposition of Society of the Plastics Industry.

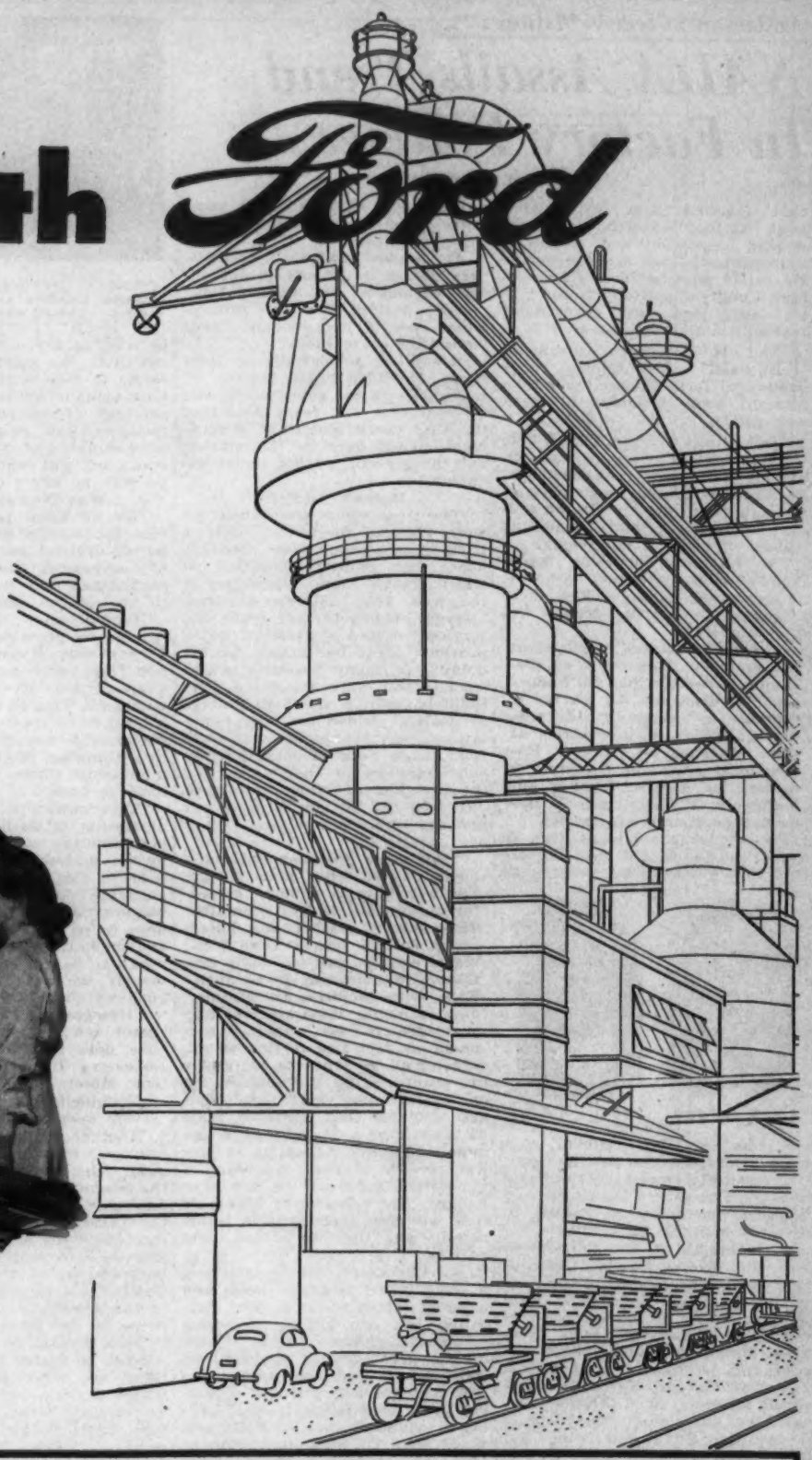
**May 13-15—Denver** (Hotel Cosmopolitan). Annual Safety, Operations and Equipment Spring meeting, American Trucking Assns.

**May 22-24—Detroit** (Hotel Statler). Silver anniversary meeting of the Automotive Engine Rebuilders Assn.

# Out Front with Ford

IT USED to be that the automobile industry directed its engineering and selling plans primarily on the basis of what men like and want in a motor car. After all, men buy the cars . . . there are more men than women drivers. True, but—

Ford's product planning stands on the basic concept of developing cars that will best suit the tastes and desires of the greatest number of people. That means men and *women*. And Ford sales analysts know the ladies today have increasingly more to say about the spending of the family car dollar.



## Ford's Out Front to Win the Woman's Market!

At the Ford Motor Company, Miss and Mrs. America are very important people. For example, extensive consumer surveys have been undertaken as one method of determining the most effective ways of winning feminine approval of Ford products.

As one part of this program, a selected group of women recently acted as a consumer's jury in choosing upholstery designs, colors and fabrics from hundreds of samples displayed in the Ford Rotunda.

In Ford's styling department are a number of women artists and designers, responsible for such style items as color combinations, interior hardware, fabrics, instrument panels. Right from the start Ford products are made to reflect the "woman's touch."

Again, Ford was first to develop a planned and consistent advertising campaign directed exclusively at the women of America through special copy in the "trade press"—the women's service magazines.

Such forward-looking activities reinforce Ford Dealers' efforts aimed at the important feminine market—another reason why Ford Dealers are "Out Front" with Ford!

Ford

FORD MOTOR COMPANY

Anderson Succeeds Mallon . . .

# NADA Assails Trend In Factory Policies

(Continued from Page 1)

that Congress will revise labor laws but that industrial peace will depend largely on joint efforts of management, labor and the public. He called on dealers to stand behind Congressional efforts for better labor laws, less government spending and lower taxes.

4 Ned H. Dearborn, president, National Safety Council, urge dealers to form themselves into a militant body dedicated to highway safety.

5 Talks by Wheeler McMillen, editor of *Farm Journal*, on playing fair with the consumer; by Ralph W. Carney, general sales manager, the Coleman Co., on selling; by Clayton Rand, Mississippi editor, on political philosophy.

The resolution opposing recent factory sales practices (see text on page one today), cited these trends as threatening dealers' future security:

**1. Sales to factory employes at discounts; 2. Reduction of discounts in certain lines; 3. Reduction of discounts on parts; 4. Increase in charge for advertising; 5. Billing of accessories at same discount as cars; 6. Restrictions policy on reimbursing dealers for necessary policy adjustments; 7. Forced sale of unneeded parts and accessories.**

The resolution on Regulation W authorized the NADA headquarters staff to begin work immediately to

M. O. Anderson

Wm. L. Mallon

eliminate the time-payment controls completely. The NADA executive committee was authorized and instructed to set its legislative and political machinery in motion to do away with the regulation.

A highlight of the convention was the symposium on "Specialized Service Possibilities," conducted by the following dealers: Paul Skinner, Wichita, Kans., on efficient use of service space; Herman Miller, Mankato, Minn., on tires and accessories; S. J. Flournoy, Norfolk, Va., on brake drum repair business; N. S. O'Neill, Kansas City, on "liquid glaze department"; Ken Garff, Salt Lake City, on "selling service"; L. F. Kiefer, Baltimore, on undercoating service; and John Rihm, St. Paul, Minn., on truck services. (Texts of these talks will appear soon in AUTOMOTIVE NEWS).

In his farewell address, Mallon went on record as vigorously opposing Regulation W, declaring it has a "tendency to create inflation . . . will prevent a large number of purchasers from obtaining cars . . . will reduce the demand for new cars in the low-price field, thereby curtailing employment."

Mallon also revealed that NADA's membership is approaching the 30,000 mark, a new all-time high.

**The fight against Regulation W was proceeded by a report from R. L. Ledterman of Tulsa, a member of NADA's executive committee, who criticized member banks of the American Bankers Assn. for by-passing auto dealers in financing new car purchases directly with the consumer.**

In 1946, he said, the banks' stranglehold had cost $6,000,000 of net income removed from dealers.

"Financing should be sold as part of the complete package which the dealer sells the customer," he declared. "It is the dealers' traditional right. Safeguard it. Fight for it. Keep it."

### McMillen's Talk

McMillen urged dealers to treat their customers fairly and courteously. He also urged dealers to run a "clean shop," and "I'll guarantee you that cleanliness will bring business."

**He praised NADA's new posters giving a dealer's pledge to his customers, but warned that merely posting them in a prominent spot is not enough; "you must live up to them."**

In addition to clearing up their shops, McMillen urged dealers "to help clean up the government, and to help root out from American thinking every idea that government should ever be the master, not the servant, of the individual citizen."

### Moran's Address

"The tremendous need which we were able to meet with only a trickle of production, brought about the unusual situation in which dealers found themselves in the past year," Moran declared. "Buyers bidding for our goods and services created a situation which provided great temptation for indulging in many practices which we all know were not sound. Fortunately, only a small percentage of dealers yielded to these temptations, but the number was sufficient, when coupled with the outside activities of individuals and the practices of many unscrupulous used car dealers, to give our industry an undeserving black eye . . .

**"This same situation automatically created what some people are describing as a "lush" period for automobile dealers generally. This seller's market has lulled many dealers into a false feeling of success, and too many are failing to recognize it as such. Even some factories are hinting, and in some instances saying, that dealers are making too much money. But is this true?**

"After all, no business can gauge its profit-making possibilities on one or even two years. Good business dictates that averages must be taken over a period of approximately 10 years. According to prewar records, dealers can stand a few years such as we are now having. The important thing is that we earn these profits legitimately, and that we utilize them wisely.

"All the money dealers are now making is not theirs to keep, and a great many dealers, and factories, too, are placing a wrong emphasis on dealer profits. I have done a great deal of checking on this, and I find that under the 1936 Revenue act, a dealer operating as a proprietorship and having a taxable income of $9,000 had $8,400 left. To have that amount after taxes today, he has to make $11,400," Moran said.

Declaring many dealers are sitting in a false paradise and dream of the backlog of millions of new car buyers that are supposed to

STRIPES ARE in style this year, in tires as well as bathing suits. Jeal Freeland points to the stripes of soft white rubber which cut across the tread of the Fisk Safti-Flight. Designed to bring an automobile to a quick stop, the striped tire is now back for the first time since the war. New postwar features of the tire are a tread of thicker depth than usual to provide long mileage and, in the larger sizes, the use of improved rayon cord, J. Chester Ray, sales manager, stated. The tire's tread, a patented development, makes use of two different kinds of rubber. The white stripes are actually inserts of soft white rubber which cut across the tread, creating hundreds of independently acting tread blocks.

YUNKER CHEVROLET CO., West Allis, Wis., has added a line of planes to its dealership activities. Left to right, R. E. Dietz, car and plane salesman, and Dorothy Krueger, secretary, standing by a Piper Cub.

be waiting for us, Moran pointed out that, "We must not allow ourselves to believe that the tremendous demand for service caused by shortage of manpower, parts and facilities, and heightened by the predominance of over-aged cars in operation, will continue to come to us with no effort on our part."

### Was 'Necessary Evil'

"We all know prior to the war that the service departments in a lot of dealerships, including a lot of successful dealerships, were maintained only because they had to be," Moran asserted.

"We all know the change that has taken place in this thinking. I know very few dealers who will not from now on give a major share of their attention to this department. They realize that it has proved to be the stabilizer of their business. It has changed the public's thinking of us as "new car merchants" alone. Let's not permit it to go back . . .

"This naturally leads us to a discussion of facilities. Intelligent consideration needs to be given by the successful dealer of the future to this question. If we are going to do the kind of service business we have been discussing here, we're going to need improved, and possibly enlarged, facilities, in which to handle that business. Obviously, we can't do 1948 or 1950 business with 1925 facilities.

**"However, I would certainly point out that improving facilities does not necessarily mean enlarging them out of all reason. Merely building a larger establishment will not necessarily assure increased volume.**

"Another element of the dealer's business, to which he must give great consideration immediately, is the revenue from financing of new and used automobiles, as well as the financing of major repairs performed in his shop. We all know this used to represent a very important part of a dealer's income. Competition for the finance dollar in the automobile business will be fierce in the years ahead.

"Now I want to go back to the subject of dealer money making—there are other points on which many dealers and factories have an entirely wrong impression as they affect dealer profits," Moran declared. "Some factories are insisting upon dealers holding down the charges made for handling and delivery. Some dealers are accepting these firm suggestions in an all too complacent manner, feeling that because their overall profits are apparently all right, they can stand a little loss on this or that item right now.

### Advertising Kitty

"It is my firm belief, and it seems to be borne out by good business practice, that a profit should be made in each department of a business. Do you believe these same factories are content to take a loss on parts and accessories because their overall profit is satisfactory?

"Now I do not defend in any way the use of handling and delivery charge to provide a hidden pack on prices, but I do insist that a dealer is entitled to recover his cost and make a legitimate profit on the work performed in making the automobile or truck, which he is delivering, ready for use by the purchaser.

"Another thing that has been brought to my attention recently is that some manufacturers are asking dealers to increase their contributions to factory advertising programs; most of these requests are made on the basis that "the dealer can afford it now and that none of these charges should be passed on to the customer."

**"Now I have no quarrel with advertising as such. In fact, I think advertising is one of the most potent forces in our business. But if additional product advertising is needed, then it would seem to me the cost of it should be added to the price of the car. This procedure is surely as appropriate a procedure for the dealer as it is for the factory, since all their advertising costs are obviously included in the selling price of the car.**

"This leads me to the importance of establishing your own name, or the name of your own business, in your community. You have proved yourself to be a substantial merchant, one who is capable of rendering the necessary transportation service of which I spoke earlier. You, therefore, should see that you are not known merely as the man who sells a certain new car but rather as that merchant you are or should be.

### Dealers Irritated

"Many small things are now irritating many dealers. They sense a feeling that representatives of their factories are taking advantage of the dealers' temporary success. Just recently two factories saw fit to change the method and amount of their so-called bonus payments. Where before it had been computed on a percentage based upon quantity of dealer deliveries, they have changed it to a dollar amount based upon dealer location.

**"Even though these factories may not know it, great numbers of their dealers resent this change, particularly the manner in which it was made. The dealers received a letter telling them that, beginning at a certain time, this change would occur. There was no apparent effort at explaining the reasons. Simply, this is it! Now it seems to me in this age when most of us are talking about human relations and public relations, it might have served the purpose better had these factories seen fit to counsel with their dealers in making this change," Moran emphasized.**

"Among other things affecting dealers lately is an apparent change in attitude, if not an outright change of policy, on "new car policy adjustments." Where formerly factories reimbursed dealers for time and material on defective parts, some are now only allowing for the returned material. After all, who builds the automobile? Whose name appears on the vehicle? Have the producers lost that great pride in the good name of their car? Or do they just expect dealers to absorb these labor expenditures out of their profits? I am positive it is the latter.

**"Does this chipping away in small amounts, which in the aggregate may total quite a lot, indicate that some factories are trying to improve their profit position at the expense of the dealer? NADA fought and won the battle to retain dealer discount margins when attacked by OPA, because we all knew it was necessary to have at least that margin to do business profitably over the years—that had been long since proved. We certainly did not expect some factories to try to do, in an indirect way, what OPA was unable to make stick.**

"Now we come to the thing that has, over the years, seemed to bother dealers most, and, unfortunately, is bothering them in an increasing degree right now, that is, the question of dealer-factory contracts or sales agreements.

"Take the case of the dealer who has worked for many years to build up a substantial business for himself and his factory. He has consistently plowed back his earnings in order to build that business. He has increased his facilities and his obligations. He has done without a great many things those extra earnings would have provided him and his family in pleasure and contentment. He has done this with the thought in mind that he was building substantial security for himself and his family.

### 'Or Has He?'

"He now finds himself at an age when a practical man thinks of retirement or of the inevitable thing that comes to all men—Death. Under today's conditions, what is his outlook? He has been successful in accomplishing what he set out to do. He has the business that could provide this security—Or Has He?

"In most cases, he finds that the franchise is issued to him personally; he has no assurance that the factory will permit his designate to take over the business, in his interest, in the event of his retirement—or in the interest of his heirs in event of death. He does not even have assurance that a factory designate will take over his business on a basis other than at inventory value, with no consideration for the value of the business as a result of the years of effort he has expended.

**"If such a condition is allowed to continue, it could prove disastrous to the mutual interests of factory and dealer. Under this condition, the incentive for a dealer to continue to build his business by plowing back earnings in such large amounts, will be greatly discouraged. In fact, it seems to place a premium on "milking" the business. Why should dealers continue to leave surpluses in their businesses under these conditions when they might take these same surpluses and invest them in other things which would, at least, provide continued income for their families?**

"Now I agree that the manufacturer has something on his side of this question. He does not want to be in the position of doing business with a trustee or an executor, or the widow of the operator, or with a son who may not be interested in or capable of operating the business. A factory is, of course, entitled to good representation for its product.

"To me it seems that this matter deserves a lot of consideration, and I believe just as much consideration by the manufacturer as by the dealer. There must be some way to work out a fair solution to this problem.

### Re Territory Packing

"Now, add to the numerous concerns I have already mentioned, the constant apprehension that

(Continued on Page 29, Col. 1)

## ATAM Pledges Support to Safety Drive

ATLANTIC CITY.—Full support of President Truman's highway safety program was urged by the Automotive Trade Assn. Managers here last week, meeting in connection with the annual NADA convention.

A resolution termed the campaign "of greatest importance."

Likelihood of a 1947 national automobile show appears small, according to a report made to the ATAM session by Carl Richards, of the Automobile Manufacturers Assn.

Richards explained that uncertainty of production, the proximity of 1948 model manufacture and a shortage of pig iron indicate further study before a decision is made. Discussion was deferred until the ATAM's summer meeting.

The ATAM session drew 40 members. Officers will be elected at the summer meeting.

Lee Moran

George Romney

STUDEBAKER

PROUDLY PRESENTS

ITS THIRD

DISTINGUISHED POSTWAR

MOTOR CAR CREATION

*The New 1947*
*Studebaker Land Cruiser*

An ultra-luxurious new kind of 4-door sedan with distinctive appointments and additional spaciousness . . . on a chassis that's a longer wheelbase version of Studebaker's brilliantly engineered Commander.

STUDEBAKER

AMERICA'S FRIENDLIEST FACTORY ☆ FIRST BY FAR WITH A POSTWAR CAR

The Studebaker Corporation, South Bend 27, Indiana, U. S. A.

# Used Car Sales Reports

INDIANAPOLIS. — Additional price cuts of 5 to 10 percent each month for the next three months may be expected on used cars, according to Herman Schaefer, executive secretary of the Automobile Dealers Assn. of Indiana.

* * *

### Miami

Prices here are picking up a bit as fewer Northerners come in with their cars, according to Earl (Doc) Greiner, president of the Toledo Used Car Dealers Assn., who is on vacation here.

## Auction Prices

EDITOR'S NOTE: *Due to an early deadline last week, some of the weekly auction reports did not arrive in time to be included here.*

*Please note the date given for each auction.*

*In addition, it should be kept in mind that the prices are wholesale for out-of-town buyers, and they will mark up the prices to allow for profit, but at the same time they are retail for the city in which the auction is held.*

*As it is difficult to report the condition of the cars, allowance must be made in some cases. For instance, a car selling far under the usual price indicates poor condition.*

### INDIANAPOLIS
### (Ken Schaefer)

*(Auctions held on Thursdays. 73% of cars entered were sold on Feb. 13)*

**BUICK**

| | | |
|---|---|---|
| '47 | 4 door R. | $3,000 |
| '46 | Club Con. | 2,975 |
| | 2 door Sup. | 2,600 |
| | 2 door | 2,495 |
| | 4 door | 2,435 |
| | 4 door R. | 2,400 |
| | 2 door Sup. | 2,380 |
| | 4 door | 2,375 |
| | 2 door Sp. | 2,275 |
| | 4 door | 2,200 |
| | 4 door | 2,175 |
| | 4 door | 2,100 |
| '42 | 4 door | 1,450 |
| | 4 door | 1,375 |
| | 4 door | 1,220 |
| | 4 door | 1,200 |
| | 4 door | 1,050 |
| '41 | Club Con. | 1,095 |
| | 2 door | 975 |
| | 4 door | 825 |
| '40 | Con. Sed. | 1,175 |
| | 2 door | 680 |
| '37 | 2 door | 310 |

**CADILLAC**

| | | |
|---|---|---|
| '41 | 4 door | $1,475 |
| | 4 door | 1,375 |
| | 4 door | 1,375 |
| | 4 door | 1,080 |

**CHEVROLET**

| | | |
|---|---|---|
| '47 | 4 door Sty. | $1,980 |
| | 2 door | 1,970 |
| '46 | 2 door | 1,785 |
| | 4 door | 1,760 |
| | 4 door | 1,760 |
| | 2 door | 1,710 |
| | 4 door | 1,675 |
| | 4 door | 1,660 |
| | 4 door | 1,650 |
| '42 | 4 door | 1,110 |
| | 2 door | 1,070 |
| | Coupe | 1,010 |
| '41 | Club Coupe | 1,110 |
| | 4 door | 1,100 |
| | 4 door | 1,085 |
| | 4 door | 1,080 |
| | Club Coupe | 1,070 |
| | 2 door | 1,020 |
| | 4 door | 1,000 |
| | 2 door | 1,000 |
| | 4 door | 975 |
| | 4 door | 975 |
| | 2 door | 965 |
| | 4 door | 950 |
| | Coupe | 950 |
| | 2 door | 920 |
| | 2 door | 900 |
| | 2 door | 875 |
| | 4 door | 850 |
| '40 | Sta. Wag. | 870 |
| | Coupe | 585 |

**CHRYSLER**

| | | |
|---|---|---|
| '46 | Club Con. Win. | $2,650 |
| | 4 door | 2,425 |
| '41 | 4 door | 960 |

**DE SOTO**

| | | |
|---|---|---|
| '46 | Club Coupe | $2,075 |
| | 4 door | $1,890 |
| '42 | 4 door | 1,350 |
| '41 | 2 door | 1,000 |

**DODGE**

| | | |
|---|---|---|
| '46 | 4 door | $1,860 |
| | 4 door | 1,800 |
| '37 | 4 door | 310 |

**FORD**

| | | |
|---|---|---|
| '46 | 2 door | $1,735 |
| | 2 door | 1,665 |
| | 2 door | 1,525 |
| | 2 door | 1,510 |
| | 4 door | 1,490 |
| | 2 door | 1,460 |
| | Coupe | 1,365 |
| '42 | 2 door | 1,070 |
| | 2 door "6" | 1,060 |
| | 2 door | 975 |
| '41 | 4 door | 940 |
| | Coupe | 910 |
| | 2 door | 900 |
| | 4 door | 850 |
| | 4 door | 800 |
| '40 | 4 door | 800 |
| | 2 door | 700 |
| '39 | 2 door | 525 |
| '37 | 4 door | 200 |

**HUDSON**

| | | |
|---|---|---|
| '40 | 2 door | $ 580 |

**LINCOLN**

| | | |
|---|---|---|
| '41 | Club Coupe | $1,080 |

**MERCURY**

| | | |
|---|---|---|
| '46 | 4 door | $1,950 |
| | 4 door | 1,760 |
| '41 | 2 door | 1,050 |
| | Club Con. | 1,010 |
| | 4 door | 1,000 |
| '40 | 2 door | 885 |
| '39 | Club Con. | 470 |

**NASH**

| | | |
|---|---|---|
| '41 | 4 door | $ 800 |
| | 4 door | 625 |
| '40 | Club Coupe | 680 |

**OLDSMOBILE**

| | | |
|---|---|---|
| '41 | 2 door | $1,070 |

**PACKARD**

| | | |
|---|---|---|
| '40 | 4 door | $1,000 |
| '39 | Club Con. | 585 |

**PLYMOUTH**

| | | |
|---|---|---|
| '46 | 4 door | $1,740 |
| | 2 door | 1,650 |
| '42 | Coupe | 925 |
| '41 | 4 door | 760 |
| | 4 door | 755 |
| | 4 door | 700 |
| | 4 door | 650 |
| | 2 door | 550 |
| '35 | 2 door | 240 |

**PONTIAC**

| | | |
|---|---|---|
| '46 | 2 door | $1,975 |
| | 4 door | 1,900 |
| | 4 door | 1,880 |
| '41 | 2 door | 775 |
| '37 | Coupe | 400 |

**STUDEBAKER**

| | | |
|---|---|---|
| '47 | 4 door Comm. | $2,375 |
| | Regal Coupe | 1,975 |
| | 4 door | 1,910 |
| | 4 door | 1,900 |
| | 2 door | 1,885 |
| | 2 door | 1,880 |
| '42 | 4 door | 775 |
| | 2 door | 625 |
| '41 | 4 door | 1,000 |
| | 4 door | 900 |
| '40 | 2 door | 750 |
| | 4 door | 710 |
| '39 | 4 door | 600 |
| '36 | 4 door | 195 |

**MISCELLANEOUS**

| | | |
|---|---|---|
| '46 | Cal. Sleeper Tr. | $ 300 |
| '46 | Chev. 2-ton | 2,075 |
| '41 | Chev. Panel | 525 |
| '38 | Chev. Panel | 445 |
| '47 | Crosley | 675 |
| '45 | Ford 2-ton | 1,625 |
| '39 | Ford ½-ton P. U. | 460 |
| '38 | Ford Panel | 425 |
| '37 | Ford ½-ton P. U. | 210 |
| '46 | GMC ½-ton P. U. | 1,275 |

* * *

### INDIANAPOLIS
### (Stuart & Ramp)

*(Auctions held on Wednesdays. 79 out of 128 cars sold on Feb. 12.)*

**BUICK**

| | | |
|---|---|---|
| '46 | 4 door | $2,510 |
| | Roadmaster | 2,710 |
| '41 | 2 door | 1,060 |
| | Club Coupe | 960 |
| '40 | | 870 |
| '38 | | 450 |

**CHEVROLET**

| | | |
|---|---|---|
| '47 | Short Wheelbase, 2-ton | $2,030 |
| | Club Coupe | 2,100 |
| | | 1,925 |
| '46 | 2 door | 1,735 |
| | 4 door | 1,335 |
| | 2 door | 1,745 |
| | 2 door | 1,770 |
| | | 1,715 |
| | | 1,780 |
| | Club Coupe | 1,725 |
| '42 | 4 door | 1,120 |
| | 2 door | 1,060 |
| | 4 door Fleet. | 1,190 |
| | | 1,055 |
| | 2 door | 1,120 |
| '41 | Club Coupe | 1,080 |
| | 2 door | 950 |
| | 2 door | 915 |
| | 4 door | 980 |
| | 4 door | 870 |
| | | 895 |
| '40 | 2 door | 800 |
| '39 | Coupe | 595 |
| | 2 door | 545 |
| '38 | 2 door | 550 |

**CHRYSLER**

| | | |
|---|---|---|
| '46 | 4 door | $2,010 |
| | 4 door | 2,300 |
| | | 2,550 |

**CROSLEY**

| | | |
|---|---|---|
| '47 | | $ 875 |

**DE SOTO**

| | | |
|---|---|---|
| '41 | | $ 950 |

**DODGE**

| | | |
|---|---|---|
| '46 | 4 door | $1,755 |
| '41 | Coupe | 600 |

**FORD**

| | | |
|---|---|---|
| '46 | Sta. Wag. | $1,980 |
| | | 1,450 |
| | | 1,675 |
| | 2 door | 1,735 |
| | 2 door | 1,760 |
| | 2 door | 1,450 |
| | | 1,660 |
| | 2 door | 1,540 |
| '42 | Sta. Wag. | 1,060 |
| | | 1,005 |
| '41 | Pickup | 555 |
| | | 890 |
| | Coupe | 840 |
| | 2 door | 1,005 |
| | Truck | 610 |
| '40 | Coupe | 910 |
| '39 | 2 door | 665 |
| '37 | | 195 |
| | | 330 |

**HUDSON**

| | | |
|---|---|---|
| '41 | | $ 730 |

**JEEP**

| | | |
|---|---|---|
| '43 | | $ 375 |

**KAISER**

| | | |
|---|---|---|
| '47 | | $1,850 |

**MERCURY**

| | | |
|---|---|---|
| '46 | | $2,230 |
| '41 | 4 door | 1,145 |

**OLDSMOBILE**

| | | |
|---|---|---|
| '46 | | $1,810 |
| '42 | 2 door | 1,035 |
| '41 | 2 door | 1,050 |
| | 4 door | 1,275 |
| '40 | 2 door | 710 |
| '39 | | 590 |
| | 4 door | 660 |
| '37 | 2 door | 320 |
| | | 550 |

**NASH**

| | | |
|---|---|---|
| '42 | 2 door | $ 915 |
| '41 | 4 door | 810 |

**PLYMOUTH**

| | | |
|---|---|---|
| '46 | | $1,750 |
| '42 | | 825 |
| | | 1,015 |
| | | 830 |
| '41 | | 865 |
| | | 875 |
| | | 940 |
| | Con. | 1,050 |
| | | 810 |
| | | 990 |
| '40 | 2 door | 700 |

**PONTIAC**

| | | |
|---|---|---|
| '46 | | $1,740 |
| '42 | 2 door | 1,250 |
| | 2 door | 1,150 |
| | | 1,200 |
| '41 | | 925 |
| '40 | 2 door | 670 |
| '39 | Coupe | 645 |
| | | 690 |

**STUDEBAKER**

| | | |
|---|---|---|
| '47 | | $1,990 |
| | | 1,905 |
| | 4 door | 1,885 |
| '42 | | 890 |
| '40 | Coupe | 620 |
| | | 880 |

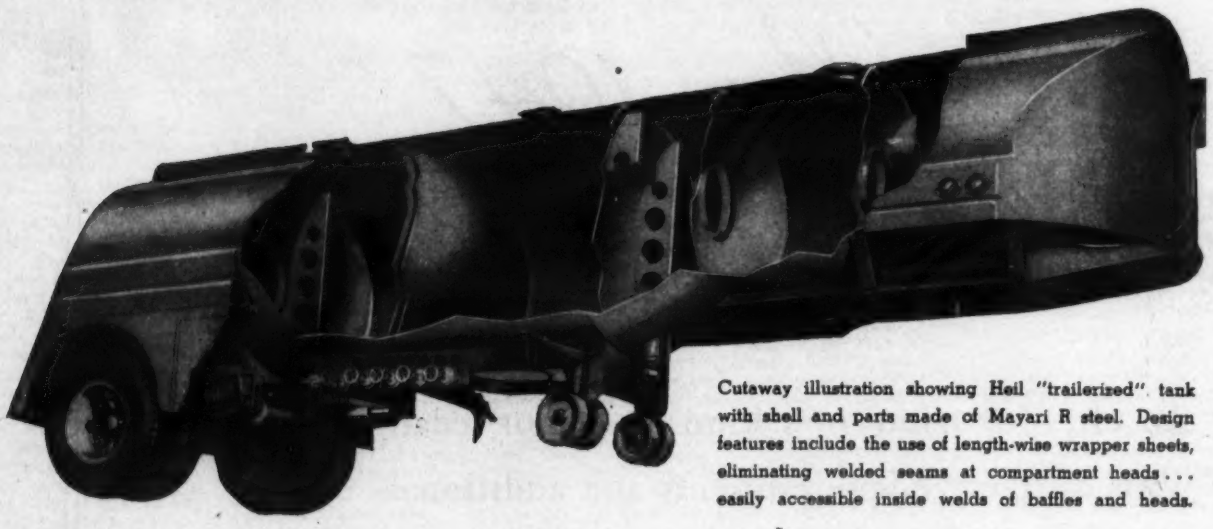
**WILLYS**

| | | |
|---|---|---|
| '47 | Sta. Wag. | $ 990 |


# TRAILERIZED TRANSPORT TANKS

## Save Deadweight

## WITH HIGH-TENSILE STEEL



Cutaway illustration showing Heil "trailerized" tank with shell and parts made of Mayari R steel. Design features include the use of length-wise wrapper sheets, eliminating welded seams at compartment heads . . . easily accessible inside welds of baffles and heads.

The "trailerized" tanks built by the Heil Company are the product of sound engineering combined with modern low-alloy, high-strength steels.

Simplified design of these tankers eliminates the frame and many of the supporting members ordinarily used in trailer tanks. Their tank shells and component parts have strength to carry the full load without the need for additional support.

Heil uses Mayari R for tank shells, baffles and deep-dished heads. This low-alloy, high-strength steel provides adequate strength and at the same time effects a 20 percent saving in deadweight. The weight-saving in turn allows the maximum increase in carrying capacity consistent with commercial regulations.

Builders of many types of trucks, trailers and buses are now using Mayari R to gain latitude in design, increase strength, increase payload capacity and reduce deadweight. Any one or any combination of these advantages can be had with this highly versatile steel.

For full information on the properties of Mayari R and its applications in the automotive field write the nearest Bethlehem office for Catalog 209.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

*On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation*

★ BETHLEHEM STEEL ★

**Mayari R** *makes it lighter... stronger... longer lasting*

# What you should know about sex to sell Automobiles

**People and rabbits** have this much in common: they both consist of *males* and *females*.

But unlike rabbits, who thrive on a diet of carrots and companionship, male and female *people* must shell out the shekels for numerous worldly goods.

One of the first things they want is an automobile — and *selecting* one requires *agreement* between male and female, for it's a major family purchase. Even if *he* hurrays for *horsepower* and *she's* strong for *streamlining*, you can bet that the bus they finally *buy* must please *both* sexes!

Yes, whether you deal in limousines or lubricants, gasoline or gadgets, you've got to sell *two* sexes — *males* and *females*. Either *together* or *separately*.

And who can woo *males* and *females* like The American Magazine!

**Dollar for dollar, page for page, *no other* magazine can match the multimillion circulation delivered by . . .**

The American Magazine

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THE CROWELL-COLLIER PUBLISHING COMPANY, 250 PARK AVENUE, NEW YORK 17, N. Y., PUBLISHERS OF THE AMERICAN MAGAZINE, COLLIER'S, AND WOMAN'S HOME COMPANION

Highways and Safety . . .

# *Safety 'Action Program' Resumed by Truman*

WASHINGTON.—The White House announcement last week of plans to reconvene the "Action Program" group of the 1946 President's Highway Safety Conference was the result of suggestions made to President Truman by the three national coordinating committees established last year, Pyke Johnson, president, Automotive Safety Foundation, said.

They include the committee representing state officials, another comprised of federal agencies concerned with highway matters, and the National committee of civic organizations interested in safety.

**The meeting will be held in Washington June 18-19-20, with Maj. Gen. Philip B. Fleming, Federal Works Administrator, who served as chairman of the Conference, in charge of arrangements.**

In a letter to the 48 governors, President Truman refers to the sharp reduction in the traffic fatality rate achieved last year, but points out the necessity for continued efforts to assure permanent results:

"In 1947 most states have the opportunity of broadening their traffic accident prevention activities by action of legislatures."

The National Safety Council year-end statistical reports estimate 33,500 traffic fatalities in 1946, for a death rate of 9.7 persons per 100 million vehicle miles. That compares with rates of 11.3 in 1945 and 12 in 1941. Had the 1941 rate prevailed last year, the death toll would have been 6,500 higher.

**In his letter the President indicated that each state will have a timely opportunity at the June meeting to report progress toward enactment of uniform motor vehicle legislation, and in adoption of other recommendations of the safety program. The governors are urged to attend, together with other official representatives of the states.**

Gov. Millard F. Caldwell, of Florida, who is president of the U. S. Conference of Governors, has been invited to serve as vice-chairman of the June session, and is expected to accept. Public Roads Commissioner Thomas H. MacDonald will continue in his position as chairman of the Coordinating Committee of the Conference.

FOUR MEMBERS of the Perry Buick Corp., Norfolk, Va., are attending General Motors Institute at Flint simultaneously. Mrs. Aubrey H. Perry decided to accompany her husband while he attended the two-week dealers' and servicemen's course so she could be with her son, Aubrey jr., kneeling on the right. She is shown watching him and his chum, C. W. Powell jr., explain operation of the wheel aligning device at the institute. Both are dealer cooperative students. Standing (left to right) are John V. Ward, service manager for Perry Buick, and Perry.

* * *

### *New Vehicle Law Books Due in May, NHUC Says*

Loose leaf editions of the three popular motor vehicle law books issued by the National Highway Users Conference will be available soon, Arthur C. Butler, director, announced last week. For the past 14 years these books have been issued biennially in bound form.

The new policy of issuing the series—"State Restrictions on Motor Vehicle Sizes and Weights," "Registration Fees and Special Taxes for Motor Vehicles," and "Equipment Requirements for Motor Vehicles"—in loose leaf form on a yearly subscription basis was developed as a result of demand from manufacturers, motor vehicle operators, shippers and others who find the information contained in these volumes valuable in the conduct of their business, Butler explained.

The loose leaf service means that the NHUC will furnish authentic, complete up-to-the-minute information on overnight changes in these phases of motor vehicle laws, he said.

The service is being expanded to include additional information such as federal and state administrative regulations and court decisions as well as other facts that affect the trade. The new service will be ready on or about May 1 and will be available to all those interested regardless of whether they are members of the Conference.

* * *

### *Auto Deaths Highest In Accident Totals*

Motor vehicle accidents led all other types of accidental causes of death in the United States in 1945, the Office of Vital Statistics, U. S. Public Health Service, reported last week.

**Of a total of 95,918 deaths from all accidental causes, 28,076 were due to motor vehicle accidents. Injury by fall ranked second as a cause of fatal accidents with 23,333 deaths. Drowning, with 5,676 deaths, was third in importance as a cause of accidental death, and burns fourth with 5,105 deaths.**

A sharp reduction occurred between 1944 and 1945 in the number of deaths from airplane accidents. In 1945, 3,552 deaths were attributed to this type of accident, or slightly more than half as many as the total of 6,656 for 1944.

The decrease which was probably due to curtailment of the aviation training programs of the armed forces brought deaths from airplane accidents to fifth place from a rank of third for 1944. The sixth accidental cause on the list for 1945 was railway accidents with 3,320 deaths.

* * *

### *N. J. Diversion Foes Eye Constitutional Convention*

Whether highway fund diversion should be outlawed will be among the issues raised when New Jersey's first constitutional convention since 1844 opens June 12, if the voters authorize it at an election June 3.

New Jersey highway users for years have been unsuccessfully attempting to win legislative approval of a state constitutional restriction against diverting automotive tax funds to unrelated purposes. Approval by two successive legislatures is now necessary before a New Jersey amendment can be referred to the people. The constitutional convention will offer an easier means of raising the issue. A bill providing for the convention, if approved by the electorate at a prior election, was given final passage last week by the state legislature and sent to Governor Driscoll, who had advocated such action.

---

### *Bruley-Chainey*

Incorporation of the Bruley-Chainey Motor Co. of Chippewa Falls has been announced by the Wisconsin secretary of state's office. Stock is listed at 600 shares valued at $100 a share, and principals are Casper Bruley, Arthur Chainey, Hazel Bruley and Velma L. Chainey.

Sales are made IN THE HOME! In New Orleans your advertising message in The Times-Picayune New Orleans States strikes HOME . . . into more than 9 out of every 10 homes . . . PLUS 100 thousand other trade territory homes. Here is a newspaper and a locally edited Magazine that covers the "Deep South's" No. 1 market in a way that no other medium or combination of media possibly can.

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Sunday, 283,584 AM 154,389 PM 87,179 ABC Publisher's Statement 3 Months Ending March 31, 1946

# AAA Demands Action

## *Rep. Knutson Gets Plea for Immediate End Of Federal Gas and User Taxes*

WASHINGTON.—An appeal for an immediate reduction of automotive excise taxes has been sent by the American Automobile Assn. to Chairman Harold Knutson of the House Ways and Means committee, it was disclosed last week.

Pointing out the "unfairness" of the present federal automotive excise levies, the association's letter calls attention to the fact that it voluntarily withdrew its opposition to the excise taxes immediately following the start of the war because of the paramount need for financing the war effort by every means.

But following cessation of hostilities, the association points out, at the first postwar meeting of AAA delegates last November, more than two million car owning members unanimously approved the resolutions urging repeal of these levies.

The association told Knutson:

**"The levying of special motor user taxes should be the prerogative of the state and of the state alone.**

**"The federal gasoline excise tax should be forthwith repealed.**

**"The other federal excise taxes on motor vehicles and parts should be reviewed, modified or repealed in line with the policy on special excise taxes of similar character on other commodities.**

"It is generally recognized, both in Congress and out, that the federal automotive taxes are discriminatory and inequitable and that nothing but grave national emergency could justify the entry of the federal government into a field of taxation properly belonging to the states.

"Special automotive levies — the gas tax, particularly—were devised to aid states in their costly undertaking of building and maintaining America's vast highway system. For the federal government to continue in this over-exploited field would be a threat to the entire structure of American highway financing and administration."

Statements repeatedly made by both the House Ways and Means committee and the Senate Finance committee show that Congress itself realized that these taxes were objectionable and were adopted and continued with reluctance only because of emergency conditions, the association said.

**"We strongly feel that the best interests of the nation, as well as the best interests of the country's 25,000,000 car owners, will be best served by immediate elimination of the federal tax of 1½ cents a gallon on gasoline, and by reduction or repeal of the other federal automotive taxes as soon as fiscal conditions permit reduction or elimination of other federal emergency excise taxes," the letter continued.**

"Certainly with our knowledge of the part played by highway transportation in the national economy today it would be ridiculous to think of these levies in terms of a luxury. Accordingly, their repeal or modification should have a first place in any revision by Congress of the excise tax structure."

THIS NEW HUDSON sales and service is the home of Hudson Lauderdale Motors, on U. S. Highway No. 1, Fort Lauderdale, Fla. Owner Harry Sullivan, who spent 10 years with Hudson before going into the armed service, reports that the new building, with over 5,500 square feet of floor space, is equipped with the latest facilities for "one-stop" service. It is a good example of the buildings being erected under Hudson's nation-wide postwar modernization and expansion program.

## New-Car Dealer Loses Fight for U. C. License

GREENFIELD, Mass. — Strong opposition to a used car dealer's license, requested by Hartwin Motor Sales, has prompted the board of selectmen unanimously to refuse the license.

Franklin County Public Hospital authorities said the license would depreciate values, create an unsightly appearance and be dangerous for children. Hartwin told the board that he did not intend to set the place up as a used-car lot exclusively, but that he wanted to service cars at that location, and to sell them without driving to his present location to complete the transaction.

### *Kootenay Lake Motors*

Kootenay Lake Motors, Creston, B. C., is operating a complete Chrysler sales and service establishment as well as a general repair garage.

## *2-Tag System To Be Required By 29 States*

WASHINGTON.—That "undressed" appearance of automobiles with front license plate bracket empty and forlorn will be remedied to great extent in the 1947 license year.

Keystone Automobile Club has made a survey of states returning to the two-tag system and found that front and rear plates will be issued in 29 jurisdictions, including Pennsylvania, New Jersey and Maryland, where the new tags must be displayed on or before April 1. Last year only seven states and the District of Columbia issued two tags.

Wartime scarcity of metal was responsible for limiting the number of tags, but the idea never was popular with enforcement agencies. Police found great difficulty in spotting stolen cars or vehicles reported to be involved in robberies and other crimes because of the absence of the identifying front marker.

Motorists didn't like the empty front bracket, either, the club reports. Aside from the objectionable appearance, car owners often had trouble locating their vehicles in crowded parking lots.

Keystone's roundup shows the following states will issue two tags for 1947:

Alabama, Arizona, California, Connecticut, Illinois, Indiana, Iowa, Kansas, Maryland, Minnesota, Montana, Nebraska, New Jersey, New Mexico, North Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, Wyoming and the District of Columbia.

## Willys Outlines '47 Coast Plans

PORTLAND, Ore. — Plans for Willys-Overland 1947 sales service and advertising programs were outlined at a capacity meeting of dealers and sales representatives by Howard O. Lund, Western sales manager, and other factory representatives. Similar meetings will be held in Seattle, Spokane and Boise.

## McDonald Garage Hit By $15,000 Gas Fire

WICHITA FALLS, Tex.—A welding torch ignited 60 gallons of gasoline, leaking from a nearby truck, in the O. McDonald garage (Lincoln-Mercury) here last week, causing damage estimated at $15,000.

Jesse Fox, a mechanic, although suffering slight head burns, narrowly escaped death when the gasoline exploded nearby and enveloped the garage in flames.

### *Wickline-Wells Moves*

Wickline-Wells Motors, Inc., has occupied new quarters at 5430 McCorkle Ave., Charleston, W. Va.


*Permanent-Mold Cast*

BUSHINGS of ALCOA ALUMINUM

FOR PRECISION AND FRICTION-FREEDOM

Sound, actually lower in cost because of their weight advantage, and with good machining characteristics, permanent-mold castings of Alcoa Aluminum make ideal bushing stock.

The excellent characteristics of Alcoa Aluminum as a bearing material give such bushings long life and friction-freedom. The close tolerances to which we can produce the permanent-mold castings mean a minimum of machining to final finish.

For better, lower cost original equipment and replacement bushings that cost less to ship, Alcoa Aluminum deserves an important place in your consideration. For information, call your nearest Alcoa sales office, or write ALUMINUM COMPANY OF AMERICA, 1926 Gulf Building, Pittsburgh 19, Pennsylvania.

**MORE people want MORE aluminum for MORE uses than ever**

ALCOA FIRST IN ALUMINUM

IN EVERY COMMERCIAL FORM

*The Other Side of the Picture* — *By Fred Kempf*

**Automotive Finance . . .**

# *Overseas Picture Slows Stock Movements*

By George Deery
Staff Writer

DETROIT.—Automotive issues along with other stocks suffered in the market decline when resistance was encountered by the industrial averages in the 180-185 range, a possibility mentioned in this column Feb. 17.

Currently many observers feel that the decline is a reflection of international conditions and has little to do now with the immediate outlook for this nation, even though some spots, in the minds of more conservative analysts, could stand considerable clarification.

**When Secretary of State George Marshall states that "The world is in a very critical condition," it is needless to add that repercussions will be felt marketwise in the United States if foreign problems are not solved on a sound basis.**

In the meantime, good earnings reports from manufacturing firms in and out of the automotive industry continue daily.

Professionals trading for their own account still constitute a large part of the volume on the New York Stock Exchange, according to word received here last week. The public, it appears, is still on the sidelines watching the newspaper headlines carefully and wondering if the good business news can offset the other unsettling factors.

Delving further in financial reading, it finds that there is no united opinion on what definite description can be applied to the current phase of stock movements.

* * *

### *Hydraulic Press Reports Best in 69-Year History*

Reporting the best year in the 69-year history of Hydraulic Press Mfg. Co., Mt. Gilead, O., and subsidiary companies, H. A. Toulmin jr., board chairman and president, said net sales for the fiscal year ended Dec. 31 totaled $7,388,219 compared with $4,013,497 for 1945.

Net earnings amounted to $431,347 after allowing for estimated federal income taxes of $315,307, other taxes totaling $65,238, depreciation and amortization of plants, patents, and equipment amounting to $137,035 and provision for nonrecurring charges of $59,920. This compares with 1945 net earnings of $146,641 and is equivalent to $2.44 per share.

* * *

### *$16.07 Net Per Share Reported by Goodyear*

Goodyear Tire & Rubber Co. reported earnings of $36,211,784 for the year ended Dec. 31, equal to $16.07 a share, against $15,136,816, or $5.87 a share in the preceding year. In 1944 the company netted $5.90. Sales last year, the highest peacetime volume in the company's history, totaled $616,508,162 against $716,176,748. Two reserves were deducted before net profit was determined. One for $5,000,000 was for foreign investments and $10,000,000 for possible cost and price adjustments and other contingencies.

* * *

### *Railroads Get Only Half Of Cars to Balance Loss*

**Automobiles don't account for the only car shortage. An important economic factor is the continuing shortage of freight cars. Railroad officials expect that it will be around midsummer before receipt of new cars will come close to offsetting the monthly retirement loss of approximately 7,000 cars. Current rate of delivery of new units to the railroads is about 3,000 a month.**

* * *

### *Gerity Nets 45 Cents*

Gerity-Michigan Die Casting Co. reports a net profit of $347,148 or 45 cents a share for the quarter ended Dec. 31, the second quarter of its fiscal year. This compares with $96,475 or 13 cents a share in the preceding quarter ended Sept. 30.

Sales for the quarter totaled $3,575,633, compared with $2,658,150 the previous quarter, an increase of $917,483 or approximately 35 percent.

* * *

### *Gamble-Skogmo Sales Up*

Gamble-Skogmo, Inc., Minneapolis, has reported gross sales of $9,512,020 for January, compared with $7,453,429 for January, 1946, an increase of 27 percent. The Gamble-Skogmo group includes Gamble Stores, Western Auto Supply (California) stores, and outlets of Macleod's Ltd. (Canada).

* * *

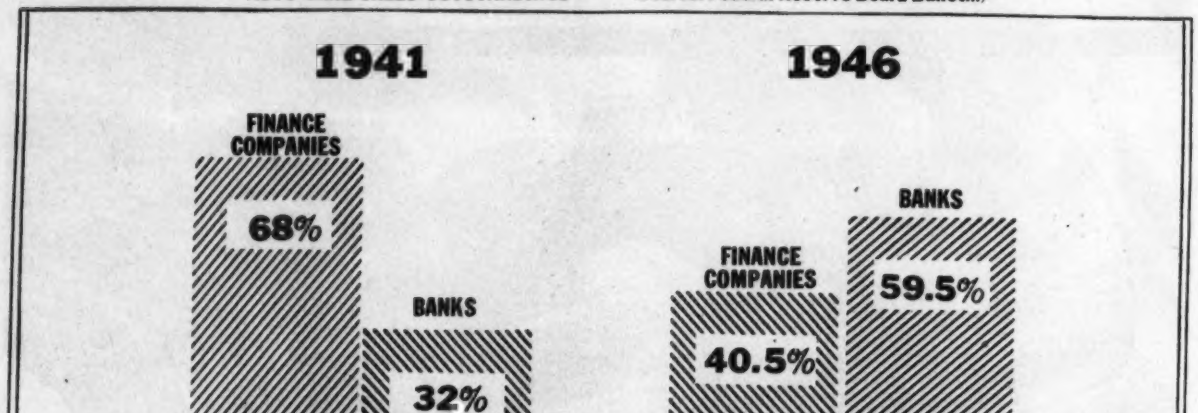
### *Pa. Salt Earnings*

After deduction for federal taxes, Pennsylvania Salt Mfg. Co. reports net profits for the 12 months ended Dec. 31 of $2,077,425, equivalent to $2.77 per share. This compares with $1,288,329 or $1.72 per share in the preceding year.


# THE PUBLIC DECIDES

**...car buyers want and are getting Bank Credit! The reasons are known to all of us**

**AUTO TIME SALES OUTSTANDINGS** (Source: Federal Reserve Board Bulletin)




| | | |
|---|---|---|
| DECEMBER, 1941 $1,531,000,000 | Unpaid Balances of Time Sales Contracts purchased by Finance Companies from Dealers | NOVEMBER, 1946 $331,000,000 |
| $721,000,000 | Unpaid Balances of Time Sales Contracts acquired by Banks from Dealers or Direct | $488,000,000 |

LOOK at the above record! And this is only the beginning . . . by the end of 1947 over 10,000 banks will be handling consumer credit. What does this mean? . . . Just this . . . The *public wants bank credit.* And, Mr. Dealer, the public is not going to be satisfied with anything else.

Here is *your answer* . . . The American Bank Credit Plan is a 100% Dealer Plan. It gives the Dealer *what he needs* . . . complete *protection* in his accustomed rights and well merited reserves, as well as dependable, continuous insurance coverage. It gives the public *what it wants* . . . low cost, dignified bank credit, with nation-wide "Safe Travel" features. Since all Dealer financial services are rendered through the local bank, you and your customers enjoy a community bank credit relationship that is "more than money can buy."

This Dealer-Bank Plan will stop time sales business from going to *"Bank-Agent"* and *"Direct to Public"* plans. For under the American Bank Credit Plan, *banks* provide credit *through Dealers* on all auto time sales transactions.

**There were over 81,000,000 insured accounts in commercial banks a year ago . . . a tremendous source of future time sales business on Dealer-Bank plans.**

***If you do not have the American Bank Credit Plan available for your business, ask your Bank to communicate with us.***

AMERICAN BANK CREDIT PLAN OF INSTALLMENT FINANCING

## American Bank Credit Plan

*Sponsored by American Installment Credit Corporation*

*103 Park Avenue, New York 17, N. Y.*

**The foremost *Dealer-Bank Plan* in the automotive field offered exclusively through Dealers**

# Dealer Business Counsel

## *Parts Operation Offers Good Possibilities, But Don't Get Over-Ambitious*

By J. B. Van Tassel

THERE are three different outlets for the sale of parts at a profit: Parts sales at retail and wholesale over the counter, parts sold through the shop for the repair of customers' cars and parts sold at wholesale to independent repair shops and fleet accounts by personal solicitation.

J. B. Van Tassel

The average dealer will not do a large wholesale volume because of the lack of space in an average dealership to adequately stock a large supply of competitive parts for the purpose of having a wide-flung availability, such as large wholesalers and independent jobbers have.

**And because of this lack of space in which to handle a large volume of parts at wholesale, it is not good business for the average dealer to stock too heavily so as to obtain volume discounts with which to meet the competitive prices of large wholesalers and jobbers.**

Before an attempt is made by a retail dealer to take on a large wholesale parts volume, a careful study should be made of his present local trading area in respect to the number of cars in operation in the area, the average amount of parts that would be needed for the maintenance and servicing of these cars, the number of other dealers who are wholesaling parts for the same make of car handled by the dealer, the number of independent jobbers in the area, the number of independent repair shops in the area and the accessibility by good roads to the distant points in the area.

Also a study should be made of the railroads, bus lines and interurban lines, both as to how many transfers would have to be made to service all points in the area and the amount of time required to ship to all points in the area from the dealer's place of business.

* * *

### *Not Practical For Average Dealer*

It is the writer's opinion that the average retail dealer does not have the time, money or space to invest in a parts wholesaling franchise and at the same time do a good new car, used car and customer retail service business.

Parts wholesaling is a highly specialized business which requires experienced and capable manpower to properly handle it. It requires a comparatively high investment.

**It is very highly competitive and you just cannot go into it as a sideline and expect to compete with companies that are well-seasoned in the business, heavily capitalized, have large availability of stocks, great purchasing power, fast delivery service, adequate solicitation and a price schedule that would break the average dealer if he attempted to meet it competitive-wise unless he had all these things that it takes to do a large wholesale volume.**

However, I do not think that dealers should continue to regard their parts departments as holes in the wall, because there is a lot of parts business that can be obtained on a profitable basis where dealers will dress up their displays, carry a reasonable amount of both fast and slow moving stocks and probably put out some merchandising specials on parts and accessories from time to time.

In other words, get into the parts and accessories business the same as you would any profitable business, but only up to the point where you don't have to tie up all of your working capital and available floor space that will probably be needed badly later on when we get into a normal new and used car business.

The average retail dealer cannot compete in a parts wholesaling business unless he receives the large volume discounts the other large wholesalers and jobbers receive which make it possible to reduce prices to a point where they would break the average dealer.

* * *

### *Parts Sales To Customer Labor*

From a recent survey made by the writer of some 2,000 dealers' reports that come in from all parts of the country covering parts sales for the first five months of 1946, the sale of parts with customer repair work in the shop averaged 0.74 cents for each dollar of customer labor sold.

Where your sale of parts and repairs are low as compared with this average, it could indicate your service department was repairing more old parts than selling new replacement parts to your service customers as compared with the average of all dealers. One way to correct a condition like this would be to pay your service salesman a commission on all new replacements parts sold in repairs.

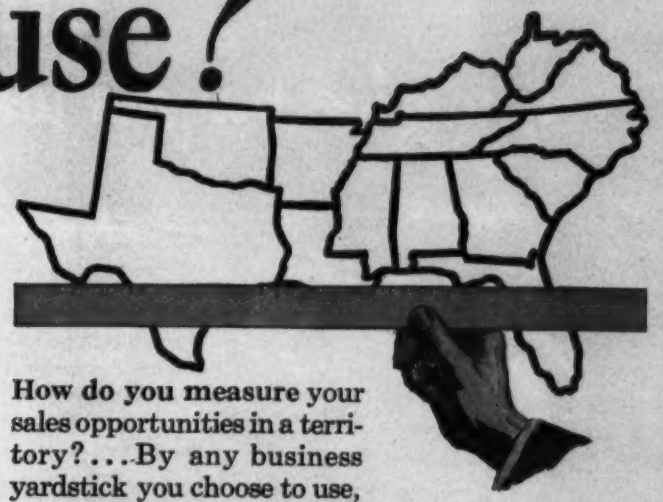
**Also, you might consider the possibility of selling the parts to your service department on a basis where it would be on a competitive basis with the independent garages and other dealer shops in your area. These independent garages buy replacement parts pretty cheap from jobbers.**

In case a dealer decides to give his shop a discount on parts sold in repairs, we would suggest he make it 25 percent off list. Your amount of sale of replacement parts in repairs and as compared with the sale of repair labor could also be low where your shop specialized in a large volume of body, wreck and fender repair work as compared with the average dealer.

Sometimes, it is good pusiness from a profit and customer goodwill standpoint to repair old parts rather than sell the customer new parts for his car. However, in normal times where there is any question of doubt as to whether the customer should be sold a new part for his car or the old part repaired, it has been the writer's experience that it is much better business from the standpoint of both a satisfied customer and repeat service business to sell the customer a new replacement part for his car, provided you have it.

WALTON MOTORS, with Ivan V. Walton as general manager, held its formal Opening and Open House Party recently. It has been appointed as Salt Lake City Lincoln-Mercury dealer and will distribute cars in three states: namely, Utah, Wyoming and Nevada. Modern in design and easily accessible for service facilities, the building has a total of 35,000 square feet of floor space and is valued at $135,000. Walton is a native of Salt Lake City with 25 years' experience in the automobile business, seven of which were spent in Chicago. Many of the dignitaries of the state were in attendance at the Open House Party and participated in a radio broadcast. They included Herbert B. Maw, governor of Utah; Earl J. Glade, mayor of Salt Lake City; George Albert Smith, president of the Mormon church; Dr. E. E. Monson, secretary of state of Utah, and many others including bankers and factory officials from San Francisco and Denver.


# Which Yardstick do YOU use?



How do you measure your sales opportunities in a territory?...By any business yardstick you choose to use, the farm families of the 14 Southern states are a great new market for what you have to sell.

**DEMAND BANK DEPOSITS?**
The Rural South's demand bank deposits in places under 15,000 are more than $3½ BILLION . . . 517% greater than in 1929 . . . 1,038% greater than in 1932.

**ANNUAL CASH INCOME?**
The Rural South's cash farm income is approximately $6 BILLION per year . . . 89% greater than in 1929 . . . 381% greater than in 1932.

**RETAIL SALES?**
The Rural South's retail sales in places 2,500 and under are 166% greater than in 1929 . . . 438% greater than in 1932.

**LOW-COST SALES?**
The Rural South is breaking all records in its growth as a consumer market. This means more and more sales per dollar invested in advertising in The Progressive Farmer—the magazine with outstanding leadership in readership and preference among the South's prosperous farm families.

Advertising Offices: BIRMINGHAM, RALEIGH
MEMPHIS, DALLAS, NEW YORK, CHICAGO
Pacific Coast: Edward S. Townsend Co., San Francisco, Los Angeles

# Dealer Doings

### *Spraggon Takes New Home In Fennimore, Wis.*

Spraggon Motor Co. (Hudson), Fennimore, Wis., has opened its new dealership quarters in a building 48 by 52. The new structure had been completed for some time but the heating system could not be installed until the end of January.

The firm has **Jim Spraggon** as manager, **Charles Spraggon** and **Joe Whitish** as salesmen and service station assistants. The repair shop is under the management of **Louis Goss**, who rented it from the Spraggons.

* * *

### *Colonial Structure to House Jackson Outlet in Conn.*

W. T. Jackson, Inc. (Hudson), Newington, Conn., plans the erection of a colonial-style building for automobile sales and service at 1097 Main St.

The new building will be a rambling two-story structure, with the first floor devoted to the automobile business and with offices on the second. The display window will be of small panes of glass in colonial style, a porch will be across the front. All cars for lubrication service, repair service or display will enter the building from the rear.

Wilbur T. Jackson has been in the automobile business in Hartford for the past 20 years. **Albert Dandurand** is vice-president.

* * *

### *Stiens, Easton Are Partners In Portland, Ore., Reo Co.*

The Portland (Ore.) firm of Reo Truck Sales Co., Reo distributors for Oregon and southern Washington counties, has taken over the sales, parts and service quarters of the previous Reo distributor at 1321 N. E. Davis St., and is now a partnership of **J. F. Stiens jr.** and **George P. Easton.**

Stiens, immediate past president of the Portland Automotive Trades Assn., will be in charge of service and parts policies. Easton is in charge of retail and territory sales. **R. N. Burgess** is parts manager, **Otto Lehto** service manager and **E. Schachner** cashier.

PLATE GLASS WINDOWS, described as the largest ever used in a store building on the West Coast, have been installed in the Beverly Hills (Ford) new $400,000 dealership building at 8830 Wilshire Blvd., Beverly Hills, Calif. The plate glass was cut in 18 by 11-foot segments and is ⅜ of an inch thick. Another unusual feature of the new building is the installation of 40 blazing floodlights to illuminate the showroom.

* * *

### *Body and Paint Shop Added By James Motors, L. A.*

**William James**, president of James Motors (Nash), Los Angeles, has opened a new body and paint department in a two-story building with over 20,000 square feet of floor space.

The building will handle also the servicing of new cars, according to **Bill Sherk**, service manager, releasing space for other uses at the James headquarters building, Van Ness Ave. and Sutter St.

* * *

### *Chrysler Dealer in Tacoma Sets Up Marine Outlet*

As an adjunct but operated as an entirely separate business of the Steven Motor Co. (Chrysler-Plymouth), Tacoma, Wash, the Steven Marine Supply Co. has been incorporated. **Everett Steven** heads both companies, as president and general manager.

D. A. Boyde of Tacoma has been appointed manager of the marine supply company, which is western Washington distributor for Chrysler marine engines. The building occupied by the firm is the former home of Colyear Motor Sales, removed to a new location.

* * *

### *Ludlow Elected President Of Binghamton Chamber*

**Harold V. Ludlow**, president of Ludlow Motor Co., Inc., has been elected president of the Binghamton (N. Y.) chamber of commerce.

Ludlow is chairman of the organization's industrial commission and in recent months has spearheaded a drive to protect industrial patents in the community. He has been associated with the automobile industry for 30 years.

* * *

### *Wingate Joins Pelton; 21 Years With Chrysler*

**George S. Pelton**, president of Pelton Motors, Inc. (Dodge-Plymouth), Los Angeles, Calif., announces that **Charles F. Wingate** has joined the dealership after 21 years with the Chrysler Corp.

As service manager for the Pelton shop at 707 E. 7th St., Wingate will have charge of the block-long service department specializing in maintenance repair of truck and commercial units.

* * *

### *Large Crowd Gathers At Neumann Debut*

Neumann Motor Sales (Chrysler-Plymouth), Cheboygan, Mich., held formal opening of its new dealership with a large crowd in attendance. **James L. Weckler**, district manager, was present to meet **John A. Neumann**, owner and operator, and members of the staff.

* * *

### *Mass. Chrysler Dealers Elect Norwood President*

The Eastern Massachusetts Chrysler Retailers, Inc., chose the following officers at a recent Boston meeting:

**Roland S. Norwood**, of Jurad & Norwood, president; **Alfred W. Hurwitz**, vice-president; **Sturgis M. Fay**, secretary, and **Fred F. Cain**, treasurer.

* * *

### *Huntress Nash Remodels Building in Fort Wayne*

Huntress Nash Motors, Inc., has leased a two-story block-long building at Fourth and Clinton Sts., Fort Wayne, Ind. The building is being extensively remodeled. **Douglas K. Huntress** is president and **E. P. Hutson** vice-president.

* * *

### *Hinckley Executive Posts Go to Williams*

At a recent meeting of the board of directors of Robert H. Hinckley, Inc., Dodge - Plymouth distributor, of Ogden, Utah, **Raymond H. Williams** was elected director, vice-president and general manager.

* * *

### *Ferris Elected President By Allegany County Assn.*

**Glen Ferris**, Bolivar, N. Y., has been elected president of the Allegany County Assn., according to an announcement last week.

**Sydney France**, Belfast, was elected vice-president and **Harold E. Lellous**, Belmont, was reelected secretary-treasurer.

* * *

### *Bohn Gets CPA Approval To Build Addition*

The Bohn Motor Co., New Orleans, has received CPA approval to build an extension to its present building, 2700 S. Broadway St., at an estimated cost of $50,000.

* * *

### *Sieve Motor Chartered With $50,000 Stock*

Henry Sieve Motor Co., Cincinnati, O., has been incorporated with $50,000 capital stock by **Henry B. Sieve, Sylvia Sieve** and **Raymond Sieve.**

* * *

### *Cootey Is President*

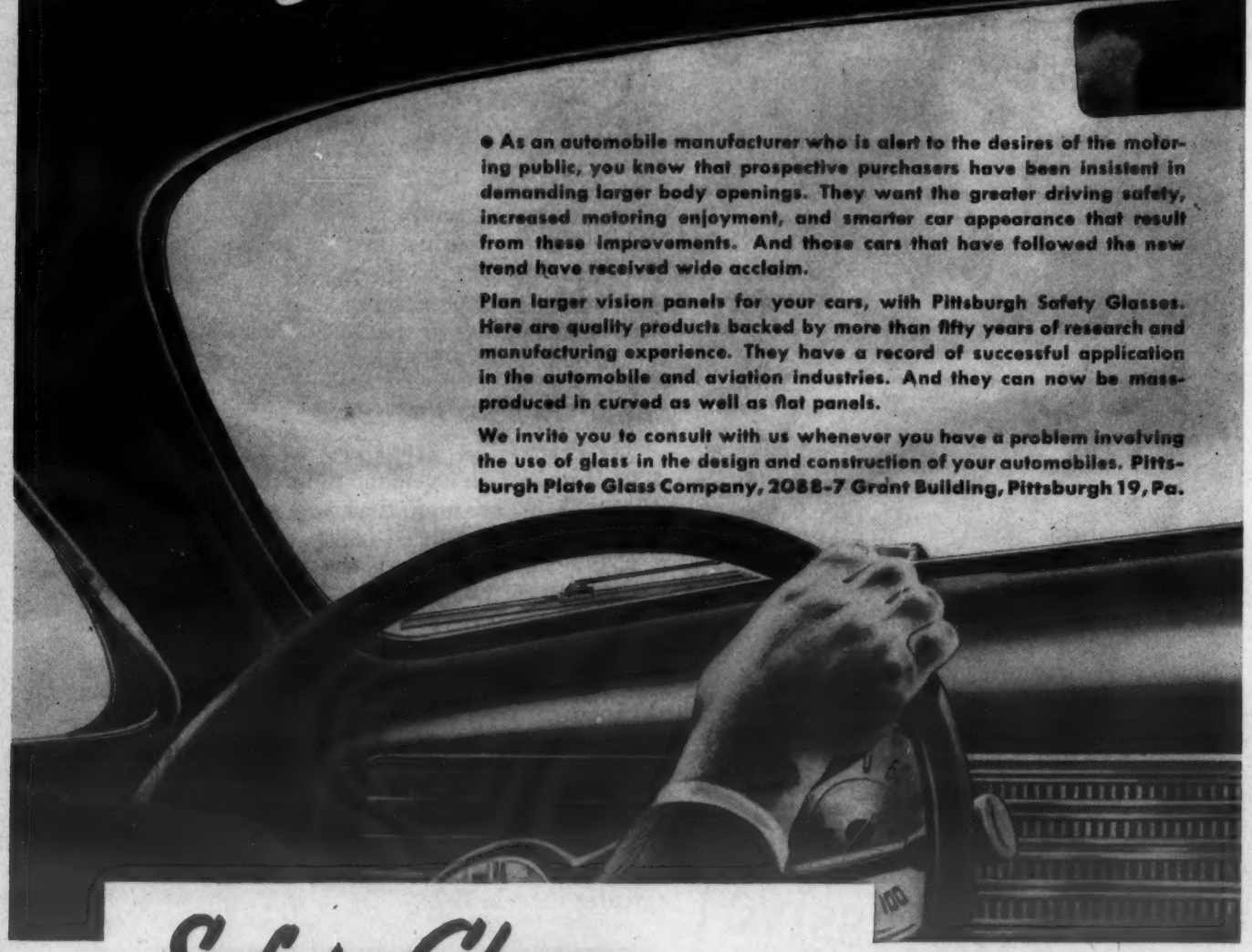
John L. Cootey, Rutland (Vt.) automobile dealer, has been elected president of the Rutland Chamber of Commerce.


When you equip your cars with

**WIDER** windshields and

**BIGGER** windows

*— you give buyers what they want!*



● As an automobile manufacturer who is alert to the desires of the motoring public, you know that prospective purchasers have been insistent in demanding larger body openings. They want the greater driving safety, increased motoring enjoyment, and smarter car appearance that result from these improvements. And those cars that have followed the new trend have received wide acclaim.

Plan larger vision panels for your cars, with Pittsburgh Safety Glasses. Here are quality products backed by more than fifty years of research and manufacturing experience. They have a record of successful application in the automobile and aviation industries. And they can now be mass-produced in curved as well as flat panels.

We invite you to consult with us whenever you have a problem involving the use of glass in the design and construction of your automobiles. Pittsburgh Plate Glass Company, 2088-7 Grant Building, Pittsburgh 19, Pa.

*Safety Glass* BY "PITTSBURGH"

DUPLATE SAFETY PLATE GLASS · DUOLITE SAFETY WINDOW GLASS

"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

# British Output Halted

## *Coal Crisis Stops All But Essential Industries; Auto Plants Close, Thousands on Dole*

LONDON.—(UTPS)—The creeping paralysis which has affected the British car manufacturing industry over the past few months, as cut followed cut, reached a climax Feb. 10 when a complete stoppage of power was enforced on all English industrial plants in three major producing areas.

Many of the best known motor car manufacturing firms were involved and even where their assembly plants were not within the areas concerned, the interdependence of industry spread the effects to the uninvolved areas causing a stoppage there too.

**In the case of the Nuffield unit alone the stoppage, lasting for an estimated week, will mean the loss of nearly $2,000,000 in exports. This, from one plant, gives some impression of the immense loss in production which will be involved in the stoppage.**

Reason for the decision, drastic and unprecedented in British industrial history, was the belief that a clean cut stoppage was preferable to an equally complete but unorganized collapse. This view has been endorsed even by managements suffering from it.

Basic aspects of the cuts are these: No electrical power was given to manufacturing concerns in the three major areas including London, central England and Lancashire. Other areas escaped. In these areas only a small list of essential consumers were given power, including food makers, transport concerns, gas, sewage and drug manufacturers.

The virtual effect of the ruling was therefore to blot out industrial production in a major part of England for an unspecified period from Feb. 10. The extent of the stoppage was to be determined, the government indicated, by the experience of coal outputs, weather and transport conditions.

Coincidental with this complete manufacturing and industrial blackout, the government imposed a partial ban on domestic users from 9 a.m. to 12 a.m. and from 2 p.m. to 4 p.m. daily. All commercial, distributing and retail concerns came within this ban and thus a slowing down of commercial activity followed on the slowing of industrial activity.

**Effect of the two must be to extend delivery dates for all goods at home and for export, and to swell immensely the cost of unemployment benefit. Certain firms paid wages for the first idle week as a gesture although any continued policy on that basis was impossible.**

Some 500,000 were altogether unemployed while the cut lasted.

Commenting on the cuts, Sir Miles Thomas, vice-chairman of the Nuffield Organization, said:

"Deplorable as the consequences are, a complete closure is preferable to the creeping paralysis which has been gripping industry for the past month. If this complete cut in supplies means a shorter but more severe crisis in the country's affairs, it is perhaps better than a prolonged state of chaos, which would inevitably have got worse as the weeks went by, and would probably have dragged on well into the summer.

If the Ministry of Fuel had built up coal stocks in this country to a normal level, it is certain that this deplorable situation would not have occurred. We have faced worse winters than this by building up proper stocks of coal."

The organization later announced that they would pay employes up to the period ending Feb. 22 whether they worked or not.

The Austin Co., which had earlier given notice to 14,800 workers, withdrew this decision, announcing that they would pay employes up to Feb. 22 to mitigate hardship.

TYPICAL OF THE postwar facilities being erected by enterprising dealers in the smaller cities is this new home of Porter Motor Co. (Chrysler), Mitchell, S. D., which in 1940 had a population of 10,000.

# Garage Income Rises 20 Percent Over Dec., 1945

WASHINGTON.—General automobile repair shops show a business gain of 20 percent for December, 1946, as compared with December, 1945, according to reports from 450 shops throughout the United States, it is reported by the Bureau of the Census.

Receipts of specialized automobile repair shops increased 21 percent, as indicated by returns from 384 establishments.

Accordingly, reports for December, 1946, show that general auto repair shops aggregated receipts amounting to $2,258,000, while specialized repair shops totaled $2,004,000.

### *New Name for Awnco*

CHICAGO.—Awnco Mfg. Co., 747 S. Western Ave., Chicago, has changed its name to Interstate Mfg. Corp.

"We want you to know that Automotive News is the most read and quoted paper in our establishment."—George Soule, Butler Nash Co., Butler, Pa.

# Dec. Car Sales Total 12,754 in Detroit Area

DETROIT.—New passenger cars sold and titled in this area during December totaled 12,754 vehicles, according to the Detroit Auto Dealers Assn. Commercial truck sales during the same period totaled 2,025.

Total passenger car sales here during 1946 totaled 77,669 vehicles. Commercial sales during the same period totaled 10,544 units.

Compared with total car and truck sales for 1945, last year was nearly four to five times greater. Total new cars sold in the Detroit area during 1945 amounted to 2,060, while trucks showed a total of 2,622 units.

Used-car sales here during December, 1946, totaled 4,544 vehicles, bringing the year total up to 46,630. Used truck sales for the same period were 320 for December and 3,354 for year-end total.

Comparatively, used car sales in 1945 amounted to 40,564 and used truck sales during the same period, 2,617.

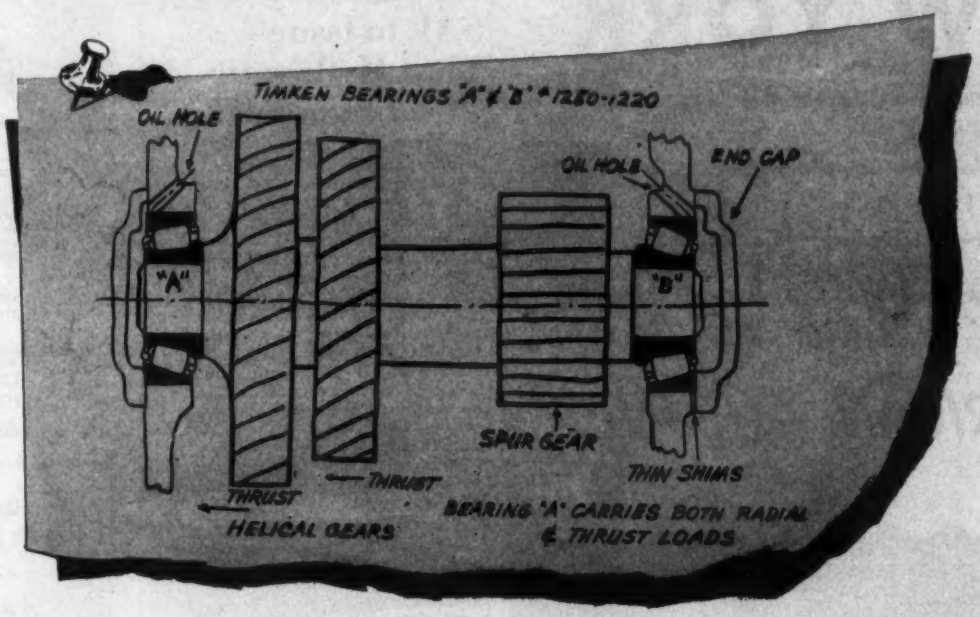
The breakdown of 1946 sales in the Detroit area is as follows: Ford, 17,977 (December, 2,914); Chevrolet, 11,587 (3,223); Plymouth, 7,334 (552); Pontiac, 6,164 (1,063); Buick, 5,195 (746); Dodge, 5,190 (569); Mercury, 4,106 (762); Hudson, 3,744 (434); Oldsmobile, 3,319 (532); Nash, 2,963 (386); Chrysler, 2,664 (212); De Soto, 2,069 (214); Packard, 1,889 (467); Cadillac, 1,506 (143); Studebaker, 912 (152); Lincoln, 671 (155); Willys, 112 (46); Kaiser, 174 (123); Frazer, 77 (52), and Crosley, 16 (9).

### *Rear Door Safety Lock Placed on Market*

DETROIT.—A device to insure locking of rear doors to prevent children from falling from moving cars and as an aid to police and salesmen against theft or escape, is being marketed by the Consolidated Sales Co., Inc., 4525 12th St. here.

The HaCAR Safety Lock consists of a pinion through the center body post, locking the rear door as long as the front door is closed.

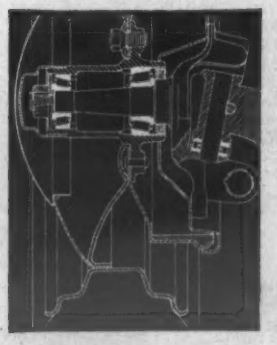

# Here's a rough idea for smoother automatic transmissions




IF you use helical gears in your new automatic transmission, you know you've got to do something about the thrust loads.

That's a job for Timken tapered roller bearings. Their tapered design takes *both* thrust and radial loads, eliminating the need for a separate thrust bearing, or for thrust washers as a make-shift device.

Timken bearings on the countershaft offer a simple, inexpensive way to insure efficient operation, long life. They hold the shaft in rigid alignment, insure smooth meshing, cut wear to a minimum.



**LOOK AT FRONT WHEELS FOR EXAMPLE . . .** Used for nearly half a century in front wheels of leading cars — as well as in rear wheels, pinions, differentials and steering parts —Timken tapered roller bearings have proved their ability to take tough loads in *any* combination. And by providing true-rolling brake drums, Timken bearings have paved the way for safe, even braking. What's more, they normally outlast the car!

That's because they're made of Timken fine alloy steel from our own mill. Because they're manufactured to incredibly close limits. Because quality is *controlled* from start to finish. And because the Timken company is the acknowledged leader in bearing research and design.

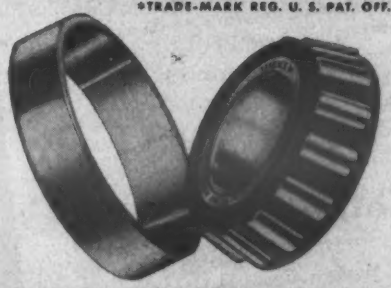
The Timken Company has worked hand in hand with the auto industry since its birth. Our engineering facilities are always at your disposal. If you're designing an automatic transmission—CALL IN TIMKEN*—NOW! In Detroit, phone MAdison 1380.

The Timken Roller Bearing Company, Canton 6, Ohio.

NOTE TO P. A.'S: *Because every step of the manufacture of Timken bearings is controlled within our company . . . because our vast manufacturing facilities are widely dispersed . . . you will find the Timken Company a supply source of outstanding reliability.*

**TIMKEN**

*TRADE-MARK REG. U. S. PAT. OFF.



**TAPERED ROLLER BEARINGS**

NOT JUST A BALL ○ NOT JUST A ROLLER ⊂⊃ THE TIMKEN TAPERED ROLLER ⊂⊃ BEARING TAKES RADIAL ⊕ AND THRUST →⊕← LOADS OR ANY COMBINATION

### *Studebaker Awards*

Representing 160 years of service, pins were recently distributed to nine employes of the Scherman-Sehaus-Freeman Co. (Studebaker), South Bend, Ind. The workers are: **Ben Barnett, Ray Cortright, John Helvey, Vic Freeman, W. O. Boswell, Walter Goetz, Dale Morgan, G. L. Schaus, Russell Wooley, Gene Nowlin and Peter Patterson.**

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*Canda Cloth*

**Styled for Fashion Appeal**

With fashion appeal more important than ever, *canda cloth's* more important than ever!

Show your prospect the rich, clear colors. Call attention to the interesting textured weave. Point out the unusual excellence of the pattern. There's no upholstery that can give you more sales help than beautiful lustrous pile fabric *canda cloth!*

**Collins & Aikman**
CORPORATION
200 Madison Avenue, New York 16, N. Y.


**Grand Total—$8.2 Billion . . .**

# *U.S. Auto Taxes Near $900 Million in '46*

WASHINGTON. — The Internal Revenue Bureau collected $898,431,411 in federal automotive excise taxes last year, according to figures released last week and published by the National Highway Users Conference.

This total represents an alltime record and is 5.9 percent above the collections for 1945.

**NHUC estimated that highway users paid $806,184,481 of the total 1946 levies, or 89.7 percent.**

The grand total of federal automotive excise tax collections since their inception in 1917, NHUC said, aggregates $8,214,489,386, of which highway users have paid 90.6 percent. The excises were repealed by 1928, only to be reenacted in 1932 and increased during World War II.

Total collections for the different types of taxes for 1946 follow:

**Gasoline, $415,953,324; lubricating oil, $73,442,151; transportation of oil by pipeline, $15,174,591; automobiles and motorcycles, $111,920,862; trucks, $42,718,660; tires, $159,127,609; auto parts and accessories, $81,245,662, and motor vehicle use, $848,532.**

The federal taxes are 7 percent on automobiles, 10 percent on radios, 1½ cents a gallon on gasoline, 5 cents a pound on tires, 5 percent on parts and accessories and 6 cents a gallon on oil.

## SAE to Issue First Hydraulic Fluid Standard

NEW YORK.—First SAE standard for hydraulic brake fluids used in motor vehicles has been approved by the Technical board of the Society of Automotive Engineers for publication in the 1947 SAE handbook.

The standard, outgrowth of work initiated in 1936, was prepared by the hydraulic brake fluid subcommittee created by the SAE Non-Metallic Materials Committee and comprised of engineers from the staffs of manufacturers of hydraulic fluids, brakes, and vehicles. It covers heavy-duty and moderate-duty fluids, outlines minimum performance requirements, physical properties, detailed test procedure and apparatus.

The standard was prepared at the request of the Automobile Manufacturers Assn. A subcommittee is continuing its work, studying relationships between brake fluids and corrosion of braking system parts.

Francis J. Markey, of Moraine Products division, General Motors, Dayton, is chairman of the subcommittee. Members are:

T. J. Bagley, R. M. Hollingshead Corp., Camden, N. J.; Burns Dick, Wagner Electric Corp., St. Louis; G. L. Doelling, Mississippi Valley Research Laboratories, St. Louis; S. R. Doner, Manhattan Rubber Mfg. division, Raybestos-Manhattan, Inc., Passaic, N. J.; H. R. Fife, Mellon Institute, Pittsburgh.

J. D. Klinger, Chrysler Corp., Highland Park, Mich.; L. E. LaBrie, Hydraulic Brake Co., Detroit; J. L. McCloud, Ford Motor, Dearborn; Karl Pfeiffer, Chrysler Corp., Detroit; K. E. Walker, E. I. duPont de Nemours Co., Wilmington, and C. E. Zwahl, Chevrolet, Detroit.

## Equipment Sales Up in Canada

OTTAWA.—The Merchandising and Services Branch reports that wholesalers' sales of automotive equipment throughout Canada in December were 13.3 percent higher than such sales in the same monthly period of the preceding year, and 36.4 percent higher during the 12 months of 1946, as compared with those throughout 1945.

The December wholesalers' sales were 12.6 percent greater than in November, 1946.

The stocks of wholesalers' inventories in Canada showed an increase of 30.4 percent in December against the same period of 1945.

### *Reo Firm in Cleveland*

Reo Motors, Inc. has appointed **S. S. Brenan**, and his associates, **S. J. Arnold** and **Frank Welsh**, as its distributors for northern Ohio. Headquarters are to be at 2075 E. 65th St. in Cleveland, where the company will maintain a two-story sales and service garage. **Peter Strain** will be in charge of service and **Fred Haas**, parts.

You get the best results in our Classified Section, inside back cover.


**STATE DISTRIBUTORS WANTED**

Ruffin's AUTOMOTIVE BEARING FINDER

*Consistently Sells 5 out of 8 Prospects*

TRADEMARK REG.

A revolutionary new product which instantly shows the manufacturer's number of all automotive bearings of identical tolerance that are interchangeable.

**A MONEY MAKING TIME SAVER**

The BEARING FINDER is the results of four years of research. The information it contains was compiled from 172 manuals, and shows 1229 continuous lines of both ball and roller bearings that are interchangeable one with the other. More than ten thousand bearings are listed.

The accompanying Index shows the make, year, model and position of the bearings in passenger cars, trucks, tractors, trailers, road building equipment, farm implements and power units. Each of these has a Line Item Number. A twist of the wrist brings this number to the opening in the BEARING FINDER, and each manufacturer's number that is visible is of the same tolerance AND IS INTERCHANGEABLE no matter what the list price of the bearing happens to be.

**THE PRICE OF THE BEARING FINDER AND INDEX IS $35.00 COMPLETE. REVISIONS OF CHART AND INDEX ARE FURNISHED FOR AN ANNUAL FEE OF $10.00.**

PLEASE PRINT OR TYPE CAREFULLY

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**A BUSTIN GRILLE GUARD!**

Individually designed for Dodge, Diamond T, International, Studebaker, White, Ward LaFrance, GMC and Federal trucks. Sturdy and fast mounting attachments. Special patented flat mounting plates on most designs. Write for details.

BUSTIN IRON WORKS, INC. 110 East 130th St. New York 35, N. Y.

# Cooperation Urged

## *Teamwork Needed on Highway-Airport Plans, Schnepfe Tells CAA-PRA Groups*

WASHINGTON.—Proper coordination of surface and air transportation calls for comprehensive planning and teamwork on the part of all federal, state and local agencies interested in highway and airport construction, in the opinion of Chief Frederick Schnepfe of the liaison division of the Public Roads Administration.

**The PRA official's views were emphasized at conferences held in Washington and throughout the country last month to discuss steps that should be taken to coordinate federal-aid highway facilities with the national airport plan.**

The conferences, called by the PRA, were attended by representatives of the Civil Aeronautics Administration, state aeronautic commissions, state highway officials and PRA engineers.

The availability of federal-aid funds for the construction of urban highways, made possible by the Federal Highway Act of 1944, doubtless will be of great value in the development of the federal airport program, Schnepfe declared on his return to Washington last week after attending the several country-wide conferences.

**"In the distant future the air traveler may make the journey between the airport and the city in a helicopter, by monorail or subway," he continued, "but at present he is dependent upon highway transportation. With the possible exception of airports serving a few of the largest cities, the air traveler will continue to use highway transportation for the first and last stages of every journey made by plane.**

"PRA and the CAA, each engaged in providing transportation facilities which are a complement of the other, have a joint responsibility which they cannot meet successfully without planning and working together."

The integration of air and surface transport routes, Schnepfe pointed out, involves the selection of suitable airport sites with due regard to adequate highway connections—either existing roads or highways whose construction in the near future is assured. Consequently, both federal and state agencies engaged in airport and highway construction should work together in developing preliminary plans for the national airport program.

The Federal Airport Act of 1946 authorizes an appropriation of $45,000,000 for the fiscal year 1947, to be expended, on a matching basis, for the development of new airports and the expansion of existing air terminals in the United States, Alaska, Hawaii and Puerto Rico. Of this sum, $30,822,750 has been apportioned among the states for actual construction.

Under provisions of the Federal-Aid Highway Act of 1944, federal funds may be used for the reconstruction or relocation of highways on the federal-aid system which give access to airports constructed or expanded subsequent to the passage of the act, provided the Public Roads Administration and the State Highway Department have concurred with officials in charge of the airport that the proposed airport and highway improvements are in the public interest.

# Security Fund For Car Insurance Proposed in N. Y.

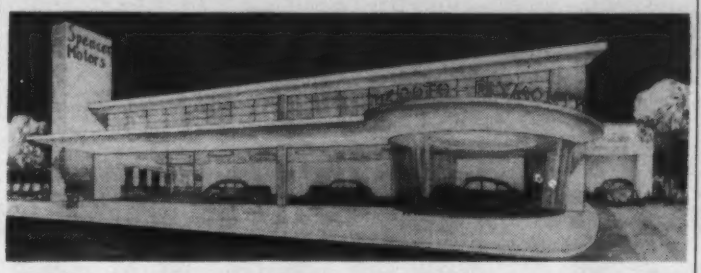
ALBANY, N. Y.—Establishment of a security fund to protect automobile owners and traffic accident victims from the collapse of casualty insurance companies is proposed in a bill introduced in the New York state legislature to carry out recommendations by State Insurance Superintendent Robert E. Dinneen.

Pointing out that 18 automobile insurance companies had gone out of business between 1931 and 1937, Dinneen said failures of such companies produce distressing consequences. Injured persons or their dependents, he said, must press claims for death and injury against individuals who are no longer insured and the policyholder, in turn, is confronted with claims, lawsuits, or judgments against which he has no protection.

"The failure of any company writing automobile insurance tends to impair public confidence in the efficacy of the financial responsibility law, Dinneen said. "Furthermore, it tends to destroy public confidence in the institution of insurance. Certainly the citizen who obtains financial irresponsibility under a financial responsibility law has a just grievance."

The proposed security fund would be accumulated out of contributions by insurers at the rate of 2 percent per annum for three years and 1 percent per annum thereafter of automobile liability premiums written in this state. At the end of the first year it would amount to $1,500,000, a maximum limit of 15 percent of New York loss reserves.

Dinneen said the cost of the additional protection to policyholders would be only nominal and it would be comparatively simple to make provision for it in the rate structure. The principle involved, he added, is in line with the policy of the state as expressed in the workmen's compensation security funds, the public motor vehicle liability security fund (covering taxicabs) and the life insurance guaranty fund.




SPENCER MOTORS (De Soto-Plymouth) in San Antonio, Tex., has announced plans for the new building pictured above. The location is on Broadway, San Antonio's automobile row, with a frontage of 100 feet and an equal amount of frontage on Avenue B.

"We want you to know that Automotive News is the most read and quoted paper in our establishment."—George Soule, Butler Nash Co., Butler, Pa.

## Ariz. Registrations Zoom To New Monthly Peak

PHOENIX, Ariz.—More than 20,000 new certificates of title to automobiles were issued by the Motor Vehicle division during January, setting a new record. The previous high month was January, 1945, when 13,400 title certificates were issued.

M. A. Goodwin, superintendent, accounted for the big turnover as follows: 1. Transfer of title from one owner to another, indicating a thriving used-car trade, and 2. newcomers to the state transferring to Arizona registration.

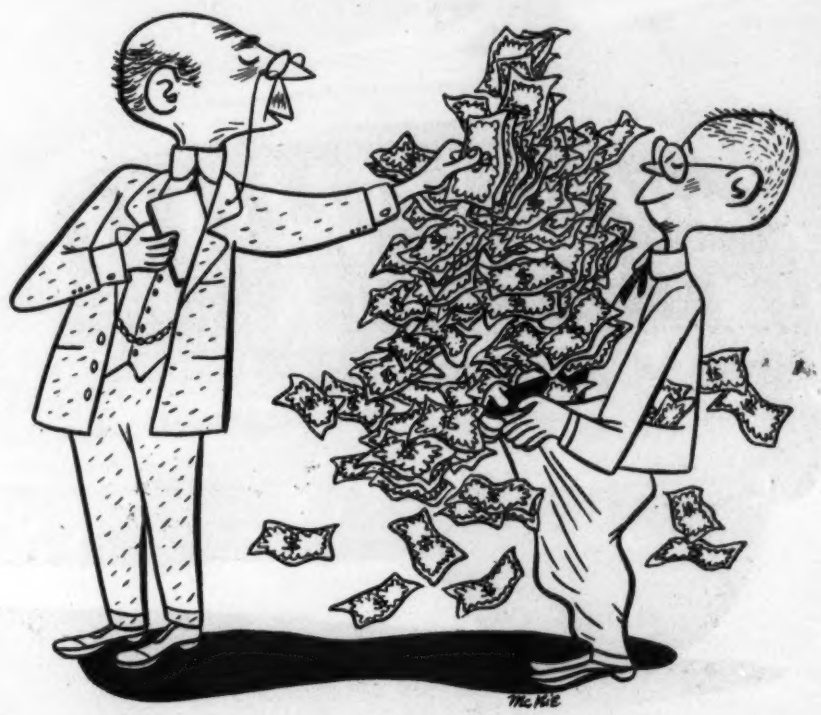
# Auto Men Due At Plastic Show

CHICAGO.—Automobile men will be here in large numbers for the National Plastic Exposition, sponsored by the Society of the Plastics Industry, Inc., to be held at the Coliseum May 6-10, it was forecast last week by William T. Cruse, executive vice-president.

Cruse said that more than 150 exhibitors have been assigned space for the second annual show. The society will hold its annual national convention concurrently with the exposition, the technical conferences being scheduled for the Stevens hotel. Reconversion in the plastics industry "is going along reasonably well," but plastics raw materials are not readily available, he said. The society represents approximately 600 companies in the plastics field, with individual memberships totaling over 1,500.

### *Wadell Drum Lathe*

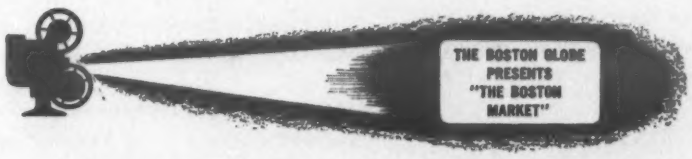
Wadell Engineering Co., Passaic, N. J., has marketed its new single and two spindle brake drum lathes featuring three speeds of 25, 35 and 48 RPM.



"$2,000,000,000 . . . and it's all spending money"

The joke's on you if you're one of those who think of Boston as a hotbed of historic landmarks, book stores and Beacon Hill coupon-clippers. For the Boston market is actually not *one* city but is Boston *plus* 151 Greater Boston cities and towns, with 2,890,204 men, women and children who are too busy spending their $2,000,000,000 yearly allowance to give more than passing attention to the Boston Legend.

This amazing market—fifth largest in the country—and with the highest per capita income of any large metropolitan center—is unique in that it can be efficiently covered by Boston newspapers although some of its large cities, such as Cambridge and Somerville, normally would be considered markets in themselves. And for best results in this key market, be sure to use Boston's *best-read* newspaper—The Boston Globe.




A 20-minute color film explaining this unique market to advertisers and their agencies. The film will be shown in key cities throughout the country.

The Boston Globe

MORNING • EVENING • SUNDAY

# Four ways to be F

*Here's the ever-popular 4-door Sedan, a streamlined beauty with generous room for six. Available as shown on* **ROADMASTER** *or* **SUPER** *chassis.*

White sidewall tires, as illustrated, will be supplied at extra cost as soon as available.

FOLKS who want to be sure, this season, that they are strictly up to 1947 in the style and manner of their going — are centering their choice on the four Buicks shown here.

They're the bright and shining style-stars of the season — and any one of them can put its owner at the head of the fashion parade.

Consider 4-door Sedans:

Buick builds three of them — on the handy-sized SPECIAL chassis, the SUPER'S generous 124-inch wheelbase, and the ROADMASTER'S lordly 129 inches.

People who like the companionability of a 2-door job, sleek and clean and compact looking, yet with a full-size rear seat under its tapering top, are looking over the Sedanet and taking their choice of three wheelbases and three price ranges — SPECIAL, SUPER or ROADMASTER.

To others, the extra dash of a Convertible has the strongest appeal — especially when it's a Convertible like this Buick, with push-button control for top, for door windows and even for the front seat.

They can have one with the SUPER'S lively 110 Fireball horsepower or the surging lift of the ROADMASTER'S 144-horsepower engine.

Or maybe the call is for a mixture of the practical and the smart — a blend of opening-night correctness with wide-open-spaces informality. Especially for such tastes there is the SUPER Estate Wagon, that smart and handy equipage in which city and country blend so neatly.

In brief — the '47 Buick offers four body styles, nine models, three wheelbases, two engine sizes — each with all the good things that make Buick America's most-wanted automobile.

Style that's easily, clearly the smartest on the road. Power with the matchless lift of Buick Fireball action. The fluid smoothness of all-coil springing — the easy stride of generous roadweight — sure, light handling to fit a woman's light touch or a man's firm command.

In '47, as in years gone by, the smart buy's Buick — and the smartest buyers are showing it by getting their orders in now.

# First in the Fashion Parade

When better automobiles are built

# BUICK

will build them

Long, lowering roof lines make the Sedanet look rakish, but this 2-door model provides a full-size rear seat.

Here's the new and way Estate Wagon, a smart-and-handy vehicle that's stylish enough for any occasion, useful in endless ways.

You cut a fancy figure in any company with this long, low, racy-looking Convertible Sedan. Top, windows and front seat are push-button controlled.

## ONLY BUICK HAS ALL THESE STAR FEATURES

AIRFOIL FENDERS—a sleek, car-length, tapering contour of distinctive beauty.

FIREBALL POWER—from valve-in-head straight-eight engines in two sizes.

ACCURITE CYLINDER BORING—smoothness from the start and an engine that "stays young."

FLITEWEIGHT PISTONS—for flashing action, swift response, reduced load on bearings.

BUICOIL SPRINGING—Buick-developed all-coil springing for perpetual smoothness and "panthergait" ride.

FULL-LENGTH TORQUE-TUBE DRIVE—protects moving parts, gives steadiness in traveling.

PERMI-FIRM STEERING—light but positive control with reduced need for adjustments.

BROADRIM WHEELS—for peak tire mileage, better car control, freedom from heat-over on curves.

STEPON PARKING BRAKE—sets with a toe-touch, eliminates awkward hand setting.

DEEPFLEX SEAT CUSHIONS—giving luxury comfort in all models, three-person room on all seats.

CURB-AROUND BUMPERS—front and rear, originated by Buick to protect sheet metal. Built for bumper jack.

NINE SMART MODELS—in three series, all with Body by Fisher.

*Tune in HENRY J. TAYLOR on the air twice weekly*

BUICK
DIVISION OF
GENERAL MOTORS

# In the Hopper

### *Rhode Island Considers Bill To Ban Unfair Competition*

A bill designed to stop practices which "constitute unfair and fraudulent competition and unsound and uneconomic methods of distribution" has been introduced in the Rhode Island legislature.

Under terms of the proposed legislation, it would be unlawful for a retailer to represent himself as a wholesaler, and merchants would be prohibited from showing prices which are fictitiously in excess of actual prices for the purpose of conveying the impression that an article has been substantially marked down. The bill also would prohibit corporations from selling to their employes at wholesale any goods which they do not manufacture.

* * *

### *Wage-Hour Proposal Up in Connecticut*

A state wage-hour bill has been introduced in the Connecticut legislature. Applying to all intrastate businesses and industries, the bill would establish minimum hourly wage scales of 50 cents an hour in the first year of the act's operation, 60 cents the second year, and 70 cents thereafter. The bill also would establish a standard eight-hour work day and 40-hour work week, with time and a half for all overtime work.

* * *

### *N. H. House Unit OK's Bill To Increase Truck Weight*

The transportation committee of the New Hampshire House of Representatives has urged passage of a bill relative to gross weight of motor vehicles.

The measure would increase the gross weight of three-axle trucks from 40,000 to 47,500 pounds, the limit permitted during the wartime emergency period.

* * *

### *Anti-Diversion Amendment Faces Battle in Conn.*

Among the measures before the Connecticut legislature is an amendment to the state constitution to prohibit the use of motor vehicle fees and tax receipts for anything but highway uses. Considerable controversy is expected since this issue has caused much comment in the past.

An attempt was made during the last legislative year to attach a rider to a proposed tax increase which would prohibit the use of gasoline tax receipts for anything but highway uses. This rider was attached as a result of efforts of some of the automotive people in the state. However, the proposed tax increase and rider were defeated when put to a vote.

* * *

### *New Wis. Bus Limits Pushed by Senate Chief*

Under the sponsorship of Senator Frank Panzer, majority leader and president of the Senate, the Wisconsin legislature has received a bill to liberalize length and width restrictions on interurban buses.

The bill would increase maximum width to 102 inches from the present 96 inch rule, and maximum length to 40 feet instead of the present 35 feet limit. The bill has been endorsed by the Wisconsin Highway Users Conference and is expected to receive favorable consideration.

* * *

### *Georgia Proposal Designed To Improve School Buses*

A bill designed to improve school bus equipment and operation has been introduced in the Georgia legislature.

The bill would give the state board of education new and broad powers to provide better and safer transportation of pupils. Following a provision in the appropriations bill, previously approved, for a 50 percent pay increase for bus drivers, the measure would empower the state board to set up a minimum salary schedule for drivers. All school bus equipment in the state would have to come up to standards established by the state education board.

* * *

### *Insurance and Title Bills Before Arizona Lawmakers*

Two measures before the Arizona legislature would provide for compulsory motor vehicle liability insurance and would require the factory price of motor vehicles to be included in applications for certificates of title for new vehicles.

* * *

### *County Gasoline Levy Studied in Nevada*

Nevada's 17 counties would be authorized to levy a 2-cent-per-gallon gasoline tax, with all revenue from such levies going to county road funds, under a bill pending in the state legislature. Diesel oil would not be included.

George Stewart, Clark Democrat, chairman of the roads and highways committee, who introduced the measure, said the bill was designed "to take some of the financial pressure off the many counties in the state which are right up against the $5 constitutional tax limit."

* * *

### *Insurance Lobbyists Back Wis. 'Bad Risk' Bill*

Insurance lobbyists in Wisconsin are reportedly in favor of a bill before the state legislature which provides that insurance companies may refuse to insure motorists who have been proven a bad risk by losing their licenses within the first policy years or are otherwise considered negligent.

* * *

### *Nev. Chain Store Bill*

A chain store tax bill has been introduced in the Nevada legislature by Assemblyman E. R. Miller, of White Pine. It would set up a sliding scale of taxation on all chain store operations based on the number of units regardless of whether all the stores in the chain were operated in Nevada. The bill would provide a $10 tax on each unit of a 10-store chain and graduate upward to a point where $550 per unit would be levied on chains operating more than 500 stores.

* * *

### *Okla. to Cut Income Tax One-Third Next Year*

**A bill reducing state income taxes one-third has been given final passage by the Oklahoma legislature and sent to Gov. Turner, who had advocated such action.**

**Under the bill, the new rates will not apply until payments are due in March, 1948, on 1947 income. It is estimated the bill will reduce state revenue by around $4,000,000 a year.**

* * *

### *N. J. Wage-Hour Bill*

A state minimum wage and maximum hour law has been introduced in the New Jersey legislature by Assemblyman Friedland, Hudson county Democrat. It would establish a minimum wage of 65 cents an hour and time and a half for more than 40 hours in a week. Introduced at the same time by Senator Van Alstyne, Bergen county Republican, was a bill which would reduce from 10 to eight hours a day and from 54 to 48 hours a week, the maximum working time for women in manufacturing and mercantile establishments and in bakeries, laundries and restaurants.

* * *

### *Oppose S. C. Tax Hike*

According to Grange Master W. A. Hambright, the South Carolina State Grange is "unalterably opposed" to the Hillard-Cartee state bill providing for an increase in the state gasoline tax from 6 to 7 cents.

* * *

### *N. H. Turnpike Group*

Legislation providing for the creation of a three-member New Hampshire turnpike authority, to construct a $6,000,000 toll-financed superhighway across the state from Kittery, Me., to Newburyport, Mass., has been introduced in the New Hampshire legislature.

* * *

### *N. M. Chain Tax Asked*

An additional tax on chain stores is proposed by a bill introduced in the New Mexico legislature. The bill would impose fees ranging from $1 for one store up to $500 for more than 50 stores. It would apply to retailers only. Public utilities and gasoline filling stations would be exempt.

* * *

### *Conn. Eyes Chain Stores*

A bill to levy special taxes on chain stores has been introduced in the Connecticut legislature by Senator Rocco D. Pallotti, Hartford Democrat. It would impose a tax of $100 a year for each store in the state under five and a $500 annual tax on stores over five operated by a single chain.

* * *

### *R. I. Income Tax Bill*

Designed by its sponsors to raise between $3,500,000 and $4,000,000, a state income tax bill has been introduced in the Rhode Island legislature by House Democratic Floor Leader James H. Kiernan, of Providence, and his deputy, William E. Powers, of Cumberland.

* * *

### *Va. Chain Tax Bill*

A bill to double the state license tax on chain stores is pending in the West Virginia legislature. The proposed legislation will raise the license on chains of 10 or less units from $10 to $30 per store a year, ranging up to doubling the $250 per-unit annual fee paid by chains of 75 or more stores.

* * *

### *Asks Ala. Tax Boosts*

Alabama's Gov. James E. Folsom has called for the enactment of increased taxes, if necessary, to carry out his recommendations of increased expenditures for public schools, welfare and other purposes.

* * *

### *Indiana Weighs Surtax*

Indiana cities, towns and counties would be permitted to levy a 20 percent surtax on state gross income taxes under an administration bill introduced in the state legislature by House Majority Leader George W. Henley. It was estimated that approximately $9,000,000 could be collected by local governments under the surtax bill on the basis of 1946 state gross income tax collections of $45,000,-

* * *

### *Del. Studies Wage Bill*

State wage-hour legislation has been introduced in the Delaware legislature by Rep. William T. Green, of New Castle. The bill would provide for a minimum wage of 65 cents during the first year and 75 cents an hour during the second year after the effective date of the act. Payment of time and a half would be required for work in excess of eight hours in one day or 40 hours a week.

* * *

### *Wis. Speed Limit Bill*

A bill to set a statewide speed limit of 60 miles an hour has been introduced in the Wisconsin legislature. It provides for fines of $10 and $100 for first offenses and $25 to $200 for second offenses in the same year.

* * *

### *Wyo. Tax Hike Gains*

Wyoming's house of representatives passed and sent to the state senate a bill increasing the state's gasoline tax rate from 4 to 5 cents a gallon, with the added revenue to be used exclusively for the construction of farm-to-market roads.

* * *

### *Tax Bill Gains in Ida.*

A bill extending for another four years an extra one-cent per gallon gasoline tax has been passed by the Idaho house of representatives and sent to the state senate.

* * *

### *Calif. Negligence Bill*

Bus and truck drivers failing to stop at railroad crossings with resultant injuries to persons could be prosecuted for a felony under a bill introduced in the California legislature.

* * *

### *Women File Wage Bill*

A bill to prohibit discrimination in wage rates based on sex has been introduced in the Texas legislature by two women representatives.

# New Commercial Car Registrations, 39 States for Dec., 1946-41

| STATES | | Autocar | Brockway | Chevrolet | Diamond T | Divco | Dodge | Federal | Ford | F.W.D. | G.M.C. | Hudson | International | Mack | Plymouth | Reo | Sterling | Studebaker | White | Willys | Miscellaneous | Total | STATES |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **36 States for December** | '41 | 112 | 91 | 8016 | 215 | 68 | 2715 | 104 | 7006 | 2 | 1786 | 22 | 3311 | 347 | 53 | 65 | 12 | 169 | 368 | 60 | 39 | 24561 | '41 **36 States for December** |
| | '46 | 292 | 212 | 12465 | 355 | 129 | 4000 | 233 | 7926 | 16 | 2354 | 124 | 3796 | 99 | 3 | 669 | 22 | 1603 | 654 | 1837 | 147 | 37536 | '46 |
| Alabama | '41 | | | 517 | | 1 | 65 | | 312 | | 40 | | 209 | 5 | | | | 3 | 3 | 2 | | 1157 | '41 Alabama |
| | '46 | 1 | | 1078 | 14 | 1 | 322 | 18 | 657 | | 160 | 6 | 309 | 1 | | 56 | | 54 | 22 | 152 | 3 | 2854 | '46 |
| Kentucky | '41 | | | 304 | 6 | 1 | 78 | 3 | 205 | | 58 | | 124 | 2 | 1 | | | 5 | 2 | | | 789 | '41 Kentucky |
| | '46 | 1 | | 552 | 13 | 1 | 196 | 7 | 281 | | 113 | 4 | 169 | 6 | | 38 | | 78 | 13 | 113 | 1 | 1586 | '46 |
| Tennessee | '41 | | | 250 | 3 | | 61 | 1 | 148 | | 40 | | 86 | | | | | 2 | 4 | 3 | 5 | 603 | '41 Tennessee |
| | '46 | | | 434 | 10 | 1 | 123 | 10 | 203 | 3 | 83 | | 106 | 1 | | 15 | | 42 | 13 | 89 | | 1133 | '46 |
| **39 States for December** | '41 | 112 | 91 | 9087 | 224 | 70 | 2919 | 108 | 7671 | 2 | 1924 | 22 | 3730 | 354 | 54 | 65 | 12 | 179 | 377 | 65 | 44 | 27110 | '41 **39 States for December** |
| | '46 | 294 | 212 | 14529 | 392 | 132 | 5241 | 268 | 9067 | 19 | 2710 | 134 | 4380 | 107 | 3 | 778 | 22 | 1777 | 702 | 2191 | 151 | 43109 | '46 |
| **Year to Date** | '41 | 2467 | 2242 | 208335 | 5912 | 2280 | 61377 | 1572 | 170249 | 267 | 44537 | 724 | 90592 | 9329 | 7708 | 1519 | 386 | 4945 | 9063 | 1915 | 1382 | 626801 | '41 **Year to Date** |
| | '46 | 4377 | 3570 | 163335 | 4831 | 3554 | 92788 | 4350 | 126242 | 553 | 24009 | 2447 | 75817 | 4550 | 26 | 10006 | 499 | 24153 | 9668 | 40921 | 3209 | 596905 | '46 |

# New Passenger Car Registrations, 37 States for Dec., 1946-41

| STATES | | American | Buick | Cadillac | Chevrolet | Chrysler | Crosley | De Soto | Dodge | Ford | Fraser | Hudson | Kaiser | Lincoln | Mercury | Nash | Oldsmobile | Packard | Plymouth | Pontiac | Studebaker | Willys | Miscellaneous | Total | STATES |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **31 States for December** | '41 | | 6159 | 1241 | 14578 | 2024 | 55 | 1302 | 3987 | 10800 | | 1350 | | 473 | 1647 | 1247 | 4130 | 1586 | 7760 | 4959 | 2757 | 290 | 21 | 66366 | '41 **31 States for December** |
| | '46 | | 6563 | 1367 | 23710 | 1954 | 314 | 1165 | 4148 | 12787 | 368 | 2364 | 781 | 517 | 2638 | 3105 | 4970 | 1472 | 5886 | 5156 | 2910 | 339 | 34 | 82488 | '46 |
| Alabama | '41 | | 128 | 30 | 612 | 50 | 7 | 25 | 117 | 348 | | 56 | | 10 | 45 | 27 | 68 | 26 | 203 | 114 | 75 | 40 | | 1981 | '41 Alabama |
| | '46 | | 207 | 25 | 1528 | 97 | 33 | 50 | 137 | 816 | 18 | 135 | 63 | 12 | 78 | 113 | 158 | 38 | 358 | 177 | 88 | | | 4131 | '46 |
| Kentucky | '41 | | 179 | 23 | 450 | 56 | 4 | 29 | 103 | 384 | | 55 | | 9 | 36 | 33 | 101 | 43 | 253 | 126 | 67 | 14 | | 1965 | '41 Kentucky |
| | '46 | | 246 | 32 | 1409 | 84 | 31 | 48 | 179 | 635 | 27 | 95 | 71 | 21 | 97 | 133 | 243 | 38 | 197 | 235 | 108 | 23 | | 3952 | '46 |
| Massachusetts | '41 | | 625 | 131 | 621 | 119 | 1 | 84 | 238 | 470 | | 86 | | 39 | 69 | 57 | 471 | 210 | 456 | 496 | 117 | 5 | | 4325 | '41 Massachusetts |
| | '46 | | 1174 | 270 | 1893 | 407 | 31 | 253 | 638 | 1367 | 37 | 372 | 67 | 83 | 379 | 603 | 1087 | 276 | 1006 | 1109 | 304 | 55 | 5 | 11416 | '46 |
| North Carolina | '41 | | 284 | 44 | 924 | 106 | | 55 | 239 | 864 | | 84 | | 26 | 98 | 49 | 215 | 60 | 513 | 391 | 170 | 21 | | 4143 | '41 North Carolina |
| | '46 | | 489 | 84 | 2119 | 100 | 39 | 87 | 292 | 1576 | 23 | 248 | 58 | 34 | 280 | 217 | 403 | 111 | 464 | 611 | 215 | 57 | 1 | 7508 | '46 |
| Oklahoma | '41 | | 250 | 48 | 844 | 72 | 1 | 45 | 169 | 804 | | 57 | | 27 | 95 | 57 | 195 | 51 | 273 | 226 | 117 | 5 | | 3336 | '41 Oklahoma |
| | '46 | | 252 | 76 | 1790 | 97 | 18 | 46 | 208 | 864 | 17 | 126 | 54 | 35 | 164 | 183 | 242 | 42 | 216 | 208 | 80 | 9 | 1 | 4728 | '46 |
| Tennessee | '41 | | 150 | 34 | 699 | 59 | 10 | 41 | 155 | 473 | | 47 | | 13 | 45 | 52 | 124 | 61 | 275 | 155 | 106 | 27 | | 2526 | '41 Tennessee |
| | '46 | | 255 | 45 | 1294 | 86 | 24 | 52 | 153 | 662 | 19 | 95 | 40 | 21 | 104 | 104 | 176 | 63 | 208 | 182 | 108 | 10 | | 3701 | '46 |
| **37 States for December** | '41 | | 7775 | 1551 | 18728 | 2486 | 78 | 1581 | 5008 | 14143 | | 1735 | | 597 | 2085 | 1552 | 5304 | 2087 | 9733 | 6467 | 3409 | 402 | 21 | 84642 | '41 **37 States for December** |
| | '46 | | 9186 | 1839 | 33743 | 2825 | 490 | 1701 | 5755 | 18707 | 509 | 3435 | 1134 | 723 | 3740 | 4458 | 7279 | 2040 | 8335 | 7678 | 3813 | 493 | 41 | 117924 | '46 |
| **Year to Date** | '41 | | 299642 | 58507 | 863914 | 139952 | 1108 | 88721 | 209981 | 589133 | | 71101 | | 18112 | 79521 | 75757 | 224211 | 67066 | 442045 | 277929 | 110673 | 21542 | 2705 | 3641620 | '41 **Year to Date** |
| | '46 | | 112008 | 20865 | 289978 | 61658 | 2478 | 50839 | 126891 | 306321 | 1246 | 67482 | 2148 | 9746 | 56075 | 78540 | 82163 | 33006 | 260468 | 100980 | 53407 | 1496 | 590 | 1658385 | '46 |

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**AUTOMOTIVE WASHINGTON**

# GOP Strives for Unity On 'Deadline' Program

By William Ullman
Washington Correspondent

DEADLINES ARE BEGINNING to catch up with the new Congress, and the pressure that goes with them is beginning to produce the usual rifts in the majority party.

These differences—be they on labor or tax legislation—are easily surmountable; the Republican leaders are working hard to eliminate them and get on with the job of discharging their responsibilities.

As each day passes the legislative priorities are becoming clearer, especially in the House.

The Republican leadership there wants first to dispose of portal-to-portal legislation. Then will come action on the "legislative budget."

Next will be whatever tax bill the House Ways and Means Committee approves. The fourth priority goes to general labor legislation, which the House Labor Committee hopes to approve by March 15—although a later date is more probable.

William Ullman

As a matter of fact, Chairman Hartley of the House Labor Committee will hold up action on its bill until the Senate bill takes shape. His statement confirmed reports that the House leadership wanted to "get as tough a bill as possible" in any event. The backstage strategy is to improve the House bargaining position.

**The first "deadline trouble" came on Feb. 1—the last day for submission of the report of the Joint Congressional Committee on the President's Economic Report.**

Senator Taft of Ohio, committee chairman, filed a report which said little more than that the committee approved some of the general recommendations of the President. He remarked pointedly that this special committee had had little time to go into details. He said, too, that "until we have further studied and analyzed the basic causes which underlie this problem, we do not feel we should become involved in controversies or current issues which have many aspects besides their effect on the prosperity of the country."

* * *

### *Joint Committee Cuts Budget by $6 Million*

PERHAPS THE most serious "deadline" problem was involved in the Feb. 15 report on the "legislative budget." The report was prepared by the four appropriating and taxing committees of the Senate and House.

As the committees worked out a final form of their report, the question of where to make cuts in the President's recommendations continued to be controlling.

**The working subcommittees of the big group arrived at a total of between $31 billion and $32 billion. This was $6 billion below the President's proposals for federal spending and, coincidentally, would permit a 20 percent individual income tax cut as well as an equal amount for debt reduction.**

The report estimated that federal revenues for the next fiscal year would amount to slightly more than $39 billion. If Congress held strictly to the $32 billion top for expenditures and if the estimates of revenues turned out to be correct, about $7 billion would be available for the debt-reduction and tax-reduction programs, plus a "cushion" to take care of contingencies.

Business generally should congratulate Congress for the job it is doing on the budget. It is to be hoped that greater progress can be made next year.

* * *

### *Labor Measures to Seek Balance in Wagner Act*

A THIRD MAJOR deadline has been imposed by the Republican leaders. It is March 15.

Both the House and Senate Labor Committee chairmen have expressed the hope that hearings could be finished within a few weeks.

**As the hearings progress and sentiment begins to jell, strong sentiment is developing for balancing the National Labor Relations (Wagner) Act between management and labor, primarily by adding a list of unfair labor practices for employes just as there are for employers. The best guess is that Congress will:**

1. Ban jurisdictional strikes and secondary boycotts.
2. Remove supervisory employes from the protection of the Wagner act.
3. Clarify an employer's constitutional right of freedom of speech.
4. Permit an employer to petition for a collective bargaining election under the act when there is a dispute over which union he should deal with.
5. Require unions to bargain collectively and to comply with other provisions of the act and contracts.
6. Strengthen government conciliation and mediation facilities.

**On the other hand, there have been sharp differences of opinion on other problems, such as prohibitions against the closed shop and against industrywide bargaining. A plan of compulsory arbitration which could get through Congress is not in sight.**

There is considerable sentiment for forbidding accumulation of money exacted from business and industry through royalty payments unless such funds are jointly controlled by the unions and management. That kind of legislation, of course, indirectly sanctions the principles of royalty payments—principles which business and industry generally reject.

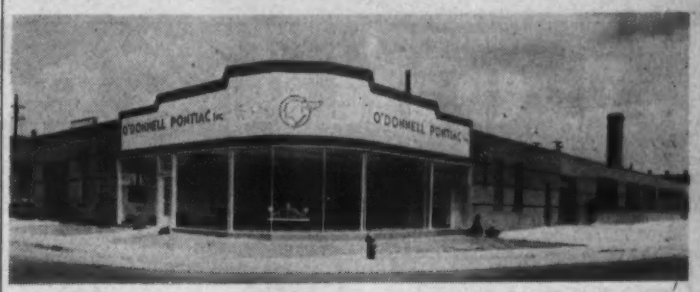
* * *

### *Fight Brews on Change In U. S. Trade Program*

ALL INDICATIONS point to a complete study of the reciprocal trade agreements program. The House Ways and Means Committee has announced it will start hearings this week.

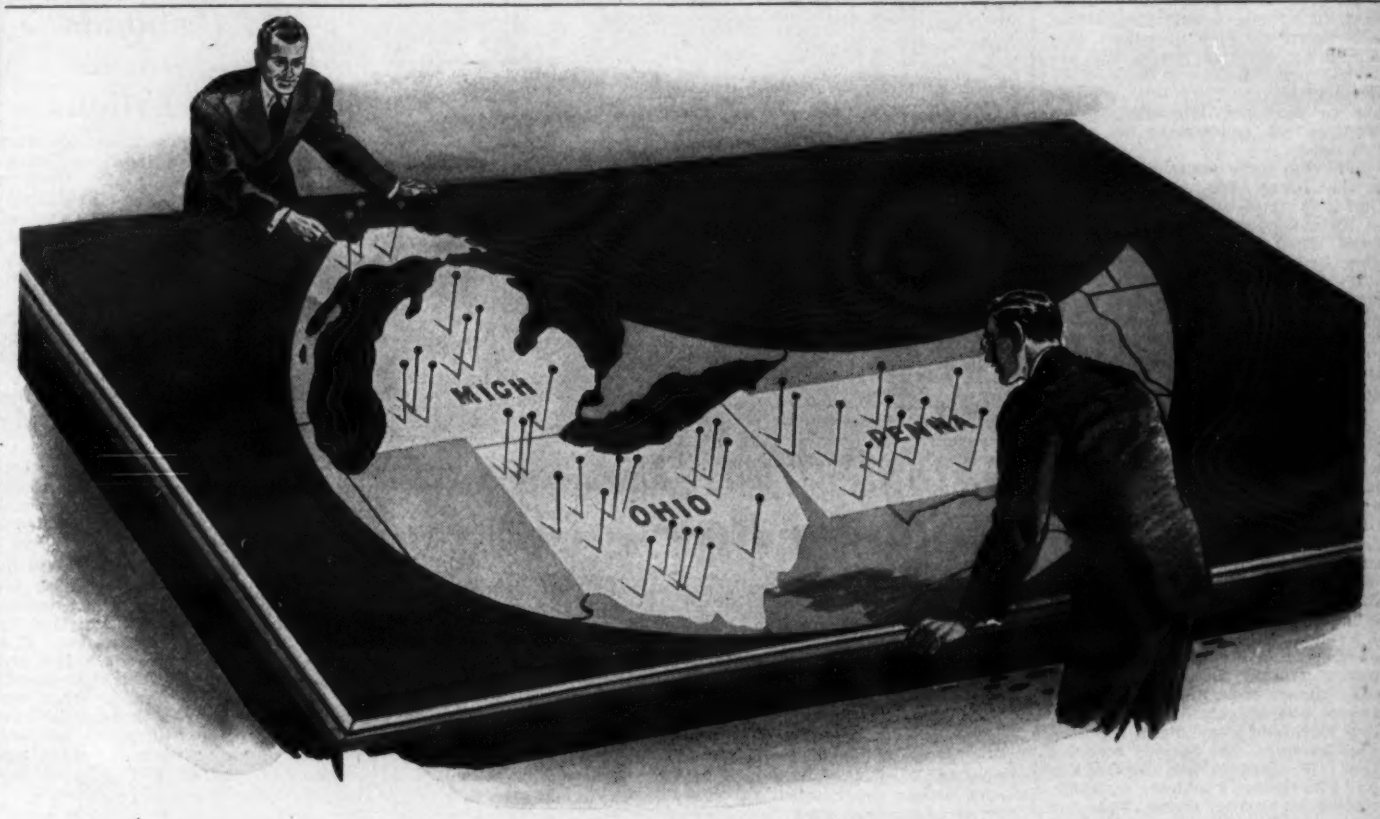
The issue has bounced to the fore because a large number of Republicans in the House believe too liberal policies have been followed and that it is time to back away from "free trade," in the interest of domestic agriculture and industry.

**It is within the realm of possibility that the committee will recommend that no further concessions be made in tariff adjustments. It is very doubtful that the House will repeal the underlying authority for the existing trade agreements or for negotiations of new agreements.**



O'DONNELL PONTIAC, INC., Baltimore, is located in its new home. The additional space provided by the new building already is paying dividends in service business, it is said.

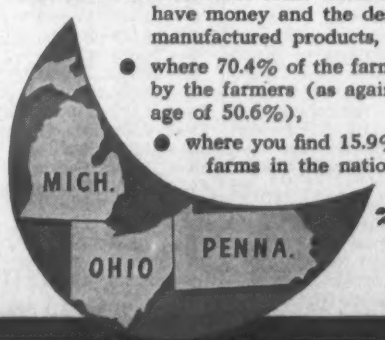
Read Jack Weed's Backshop for some highlights in the service field.




OPERATION *Golden Crescent*

Smart planners of marketing strategy are mounting heavy sales artillery on *The Golden Crescent* to get larger sales at smaller costs. Because this rich sector of the farm market—comprising the states of Michigan, Ohio and Pennsylvania—is a *concentrated* market . . .

- three million farm folks with urban tastes who have money and the desire for advertised manufactured products,
- where 70.4% of the farms are fully owned by the farmers (as against the U. S. average of 50.6%),
- where you find 15.9% of all electrified farms in the nation,
- where farms are close to marketing areas—781 marketing centers per state, as against the U. S. average of 349—so that farmers' shipping costs are low and their profits higher,
- and where two-thirds of these farm folks can be reached with *your* sales story, by using *only three* publications.



*The Golden Crescent*

Three well-read, fully-trusted farm papers . . . MICHIGAN FARMER, OHIO FARMER and PENNSYLVANIA FARMER . . . are the big guns of a successful campaign in *The Golden Crescent.* Look into this lucrative, concentrated market *now!*

*"Your distribution may be national, but your selling is always LOCAL"*

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OHIO FARMER • CLEVELAND
MICHIGAN FARMER • EAST LANSING
PENNSYLVANIA FARMER • HARRISBURG

# Commercial Car News

*A Regular Monthly section for the men who make, sell and service America's 5,000,000 Trucks, Buses and Commercial Vehicles.*

## Truckin'

Ford Tramp

Pikes Peak

Ban Grows

*By Jack Weed*

IF YOU guys in the trucking end of this business of ours think that all of the screwy legislation is directed at truck operators, you should get hold of House Bill 110 in the present Kansas session of the legislature. This bill, according to National Highway Users, requires all pedestrians to wear tail lights.

Will you have yours red, orange or that funny blue-red combination that the young squirts are putting in their jalopies? Will you have it flash when la femme goes tripping by?

If any more factories get this plant tour fever, I'm going to be in trim for any Walkathon that is put on—I might even get into sufficient trim to go out after the walking marathon—if my arches don't break down completely.

My last plant cruise entailed going through the Highland Park Ford plant that has now been turned over entirely to the production of trucks and buses. In this new-old plant the truck assembly line for Ford trucks will now be 1,410 feet long instead of the 800-foot line formerly used at the Rouge and will give Ford a production capacity of some 400 trucks per day in this plant.

Trucks will also be assembled at the other 13 branch assembly plants around the country.

I understand that all of the school bus chassis will be built at this Highland Park plant, the original home of the famous model T that put Ford in the forefront of all automotive vehicle manufacturers for many years. The new heavy-duty model will also be built here when it is put into production.

* * *

THE FIRST real truck model, the old model AA, went into production in this Highland Park plant back in November, 1927, and now—just 19 years later, the plant out Woodward Ave. way here in Detroit goes back to the building of trucks.

My first introduction—and plant trip in the Ford empire—was in this plant when it was dropping model T's off the line about one a minute or some such fantastic figure like that—fantastic for those days at least. I've forgotten just what the figure was but Ford was in the No. 1 spot by a long margin then.

Transferring trucks to Highland Park indicates that Ford is also very serious about regaining that No. 1 spot again—this move clears the Rouge of all extraneous manufacture and assembly—the tractor production will also center in this Highland Park plant—and the famous B building line will now be making nothing but Ford cars.

Chevrolet isn't going to relinquish top position in the truck field without a fight, as is evidenced by the feverish activity that is apparent in Flint, where they are

(Continued on Page 28, Col. 1)

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## Trucks in Operation in the U. S. by States, 1941-'44-'46

(Compiled by R. L. Polk & Co., Detroit)

| State | 1941 | 1944 | % of Increase or Decrease | 1946 | % of Increase or Decrease over 1944 | % of Increase or Decrease over 1941 |
|---|---|---|---|---|---|---|
| Ala. | 65,641 | 67,091 | + 2.21 | 80,053 | +19.32 | +21.96 |
| Ariz. | 24,340 | 26,710 | + 9.74 | 27,116 | + 1.52 | +11.41 |
| Ark. | 59,788 | 69,553 | +16.33 | 83,890 | +20.61 | +40.31 |
| Calif. | 350,023 | 337,679 | - 3.53 | 358,566 | + 6.18 | + 2.44 |
| Colo. | 57,781 | 64,904 | +12.32 | 73,613 | +13.42 | +27.40 |
| Conn. | 66,825 | 66,527 | - 0.05 | 76,539 | +15.05 | +14.54 |
| Del. | 11,003 | 11,853 | + 7.73 | 13,793 | +16.37 | +25.36 |
| D. of C. | 16,524 | 12,861 | -22.17 | 13,804 | + 7.33 | -19.70 |
| Fla. | 83,398 | 85,782 | + 2.86 | 104,638 | +21.98 | +25.47 |
| Ga. | 90,701 | 91,856 | + 1.27 | 112,147 | +22.09 | +23.64 |
| Idaho | 29,767 | 34,314 | +15.28 | 38,889 | +13.33 | +30.64 |
| Ill. | 221,017 | 199,131 | - 9.90 | 229,338 | +15.17 | + 3.76 |
| Ind. | 138,088 | 120,292 | -12.87 | 140,356 | +16.67 | + 1.66 |
| Iowa | 109,305 | 103,862 | - 4.98 | 111,887 | + 7.73 | + 2.36 |
| Kan. | 106,257 | 111,458 | + 4.89 | 128,111 | +14.94 | +20.57 |
| Ky. | 75,149 | 71,633 | - 4.68 | 88,220 | +23.15 | +17.39 |
| La. | 76,552 | 68,995 | - 9.87 | 86,196 | +24.93 | +12.60 |
| Maine | 42,753 | 39,424 | - 7.79 | 46,797 | +18.70 | + 9.46 |
| Md. | 60,572 | 55,965 | - 7.61 | 61,317 | + 9.56 | + 1.23 |
| Mass. | 123,814 | 105,221 | -15.02 | 114,221 | + 8.55 | - 7.75 |
| Mich. | 159,268 | 149,865 | - 5.09 | 165,483 | +10.42 | + 3.90 |
| Minn. | 118,807 | 116,670 | - 1.80 | 124,234 | + 6.48 | + 4.57 |
| Miss. | 58,949 | 53,215 | - 9.73 | 74,157 | +39.35 | +25.80 |
| Mo. | 145,839 | 136,130 | - 6.66 | 153,286 | +12.60 | + 5.11 |
| Mont. | 45,188 | 45,690 | + 1.11 | 47,601 | + 4.18 | + 5.34 |
| Neb. | 64,070 | 63,350 | - 1.12 | 69,563 | + 9.81 | + 8.57 |
| Nev. | 9,045 | 8,141 | - 9.99 | 8,748 | + 7.46 | - 3.28 |
| N. H. | 21,552 | 20,317 | - 5.73 | 23,198 | +14.18 | + 7.64 |
| N. J. | 147,900 | 137,027 | - 7.35 | 156,617 | +14.30 | + 5.89 |
| N. M. | 25,682 | 25,005 | - 2.64 | 24,197 | - 3.23 | - 5.78 |
| N. Y. | 330,934 | 300,188 | - 9.29 | 362,899 | +20.89 | + 9.66 |
| N. C. | 86,452 | 94,967 | + 9.85 | 109,105 | +14.89 | +26.20 |
| N. D. | 35,289 | 41,521 | +17.66 | 48,012 | +15.63 | +36.05 |
| Ohio | 198,283 | 187,513 | - 5.43 | 215,471 | +14.91 | + 8.67 |
| Okla. | 100,117 | 98,559 | - 1.56 | 113,307 | +14.96 | +13.17 |
| Ore. | 65,117 | 69,616 | + 6.91 | 77,829 | +11.80 | +19.52 |
| Pa. | 267,974 | 261,701 | - 2.34 | 292,378 | +11.72 | + 9.11 |
| R. I. | 21,491 | 21,662 | + 0.80 | 23,577 | + 8.84 | + 9.71 |
| S. C. | 45,104 | 48,573 | + 7.69 | 57,245 | +17.85 | +26.92 |
| S. D. | 31,869 | 33,713 | + 5.79 | 37,639 | +11.65 | +18.11 |
| Tenn. | 70,749 | 73,767 | + 4.27 | 89,941 | +21.93 | +27.13 |
| Texas | 280,769 | 264,522 | - 5.79 | 315,420 | +19.24 | +12.34 |
| Utah | 22,137 | 21,606 | - 2.40 | 26,162 | +21.09 | +18.18 |
| Vt. | 16,688 | 16,308 | - 2.28 | 17,179 | + 5.34 | + 2.94 |
| Va. | 77,764 | 71,455 | - 8.11 | 99,909 | +39.82 | +28.48 |
| Wash. | 90,021 | 94,020 | +10.44 | 113,109 | +20.30 | +25.65 |
| W. Va. | 52,491 | 58,965 | +11.23 | 67,608 | +14.66 | +28.80 |
| Wis. | 135,009 | 143,107 | +10.60 | 146,749 | + 2.54 | + 8.70 |
| Wyo. | 17,890 | 17,607 | - 1.58 | 20,183 | +14.63 | +12.82 |
| Total | 4,551,726 | 4,419,891 | - 2.90 | 5,067,065 | +14.64 | +11.32 |

## Postoffice Asks Bid on 1,500 As Start of Renewal Program

DETROIT.—The announcement last week by Walter Myers, assistant postmaster general, that the Post Office department was preparing to ask for bids on 1,500 trucks to rejuvenate its ailing fleet brings up a question that has been a subject of considerable discussion in the trade. The problem concerns the policy of truck buying by the largest civilian user of trucks in our government.

It is understood that the Post Office department now owns approximately 10,600 trucks outright and leases 55,525 additional vehicles for rural, star route, special and city delivery service.

**The trucks owned by the department, according to Myers, now average 17 years old. Due to the antiquity of the vehicles in some cities, the department has had to operate vehicles during the rush periods that were purchased in 1920.**

Purchase of new vehicles is made possible, said Myers, by a congressional appropriation of $3,500,000 passed last year.

The controversy on the department's method of purchasing trucks has hinged around the excessive costs that must be involved in keeping such old, antiquated vehicles in service. However, every truck man closely acquainted with the operation says the approximately 25 central repair units in the country are operated on a very efficient basis considering the problems they have to deal with.

It is impossible, of course, to get the highest efficiency in maintenance if a large proportion of a fleet must depend upon cannibalization for its supply of parts and replacement assemblies.

Possibly one of the best things that could have happened to the Post Office department, according to some truck men, was that the department did not get as many of the salvaged army vehicles as they bid for, as these vehicles in the main are totally inappropriate for mail delivery service. In the post office, under today's policy, while these trucks would have cost the taxpayers little in initial cost, their upkeep a few years from now would be practically ruinous.

**Couldn't Advertise**

Buying on bid, as the department does, has in the past resulted in the department having to take what were practically passenger car chassis that were given a certain rating by the manufacturer because the department did not or could not legally advertise for vehicles with certain definite qualifications.

Purchasing from one central point, as the department also does, has been found by several large fleet operators to have certain definite disadvantages, especially from the maintenance angle. One large fleet, which formerly bought all trucks used across the country at its main office, now buys with delivery in the area where the truck

(Continued on Page 25, Col. 1)

## Rodgers Fixes Truck Needs at $2 Billions

SPRINGFIELD, Mass. — America's trucking industry still needs $2,000,000,000 worth of new rolling stock, according to Ted V. Rodgers, president of the American Trucking Associates, Inc., guest speaker at the 25th anniversary meeting of the Traffic Club of Springfield.

The trucking industry, said the speaker, is composed of nearly five and a half million vehicles, but still needs considerable stock, even after over a year of postwar production. He said the industry is "looking forward to vehicles built with new and lighter alloys, with bigger and cheaper-running motors, and carrying less deadweight. Some of these new vehicles," he added, "will be equipped with two-way radios, now being used experimentally on a wide scale."

## Farmer Buying Places '46 Truck Registration At a Record 5,067,065

### Every State Except New Mexico Shows Gain Over '44; Top Ten in Percentage Increase Are All Primarily Agricultural States

DETROIT.—Total registrations, while showing more trucks on the street today than ever before in the history of the industry, also point up that there is an enormous market ready to absorb more trucks than ever before.

In the breakdown of the population of 5,067,065 trucks now on the road, state registrations seem to indicate that a very large part of the increase in truck ownership during the past two years has been among farmers in states, where farm earnings in the past prevented the motorization of the farm to the extent that is taking place today.

**While the position of the most heavily truck populated states has not changed much from 1941—California and New York having changed places as the number one state, and Wisconsin replacing Indiana as the tenth state with the greatest number of trucks—all of the top ten states in percentage of increase from 1941 to 1946, and nine out of the top ten states in increase in registration from 1944 to 1946, are known basically as farm states.**

The top ten states in total truck registration in 1941 and 1946 are as follows:

| | 1946 | 1941 |
|---|---|---|
| New York | 362,899 | 330,934 |
| California | 358,566 | 350,023 |
| Texas | 315,420 | 280,769 |
| Pennsylvania | 292,378 | 267,974 |
| Illinois | 229,338 | 221,017 |
| Ohio | 215,471 | 198,283 |
| Michigan | 165,483 | 159,288 |
| New Jersey | 156,617 | 147,900 |
| Missouri | 153,286 | 145,839 |
| Wisconsin | 146,749 | |
| Indiana | | 138,065 |

Thirteen states, headed by Arkansas with an increase of 40.31 percent, show rises in truck population of over 25 percent during the years from 1941, including 1946. States, increasing over 25 percent but not shown in the top ten table in increase during this period, are Delaware 25.36 percent, Florida 25.47 percent and Washington 25.65 percent.

The top ten states in increased truck registrations of 1946 over 1941 are as follows:

| | % Increase | 1946 Regis. |
|---|---|---|
| Arkansas | 40.31 | 83,890 |
| North Dakota | 36.05 | 48,013 |
| Idaho | 30.64 | 38,889 |
| West Virginia | 28.80 | 67,608 |
| Virginia | 28.48 | 99,909 |
| Colorado | 27.40 | 73,613 |
| Tennessee | 27.13 | 89,941 |
| South Carolina | 26.92 | 57,245 |
| North Carolina | 26.20 | 109,105 |
| Mississippi | 25.80 | 74,157 |

**As is noted, every one of these states is primarily a farming state, and the logical conclusion is that the increase in truck purchases is due to the fact that since 1941, the farmers in these states have made more money**

(Continued on Page 24, Col. 1)

## ATA Demands Legislation to Restrict Unions

WASHINGTON.—The executive committee of the American Trucking Assns. adopted last week a "policy declaration on industrial relations calling for revision of the National Labor Relations act and other related laws.

The committee's policy declaration stated:

"We believe that all proposals for new labor legislation and amendments of existing labor laws should have as their purpose prevention of the use of economic power against the public interests, achieving for management and labor equality before the law, protecting the liberties and promoting the welfare of the workers and fostering industry efficiency and cooperation between management and labor.

"We believe that the exercise by labor of the right to organize for the purpose of bargaining collectively is subject to regulation by the federal government, and that the tremendous growth in size and power of unions which resulted in the establishment of labor monopolies that have repeatedly acted in disregard of public interest, now makes it necessary that legislation be enacted to regulate them in the public interest."

In the score of resolutions adopted by the committee, ATA was placed on record in favor of discontinuance of metal vehicle identification plates required by ICC regulations. The same motion urged that identification be required for powered units only and that local cartage carriers be free of any identification requirements.

## Top Trucks

*New truck registrations for 11 months, plus 39 states for December:*

| 1946 Pos. | Make | 1941 Pos. |
|---|---|---|
| 1—163,335 | Chev. | 208,335— 1 |
| 2—126,242 | Ford | 170,249— 2 |
| 3— 92,788 | Dodge | 61,377— 4 |
| 4— 75,817 | Internat'l | 90,502— 3 |
| 5— 40,921 | Willys | 1,915—14 |
| 6— 24,153 | Stude. | 4,945—10 |
| 7— 24,009 | GMC | 44,537— 5 |
| 8— 10,006 | Reo | 1,519—16 |
| 9— 9,668 | White | 9,063— 7 |
| 10— 4,831 | Diam'd T | 5,912— 9 |
| 11— 4,550 | Mack | 9,329— 6 |
| 12— 4,377 | Autocar | 2,467—11 |
| 13— 4,350 | Federal | 1,572—15 |
| 14— 3,570 | Brockway | 2,242—13 |
| 15— 3,554 | Divco | 2,280—12 |
| 16— 2,447 | Hudson | 724—17 |
| 17— 553 | FWD | 267—19 |
| 18— 499 | Sterling | 386—18 |
| 19— 26 | Plym. | 7,708— 8 |
| Total All Makes | | |
| 598,905 | | 626,501 |

*For further details, see page 20, today's issue.*

## Strike Notices Show Decline

WASHINGTON.—The American trucking industry was the target for 15.3 percent of all union notices of intention to strike which were filed during January with the U. S. Labor department, compared with 25.7 percent in December, according to an analysis by the American Trucking Assns.

Union notices against all industries for January totaled 504. Of these, 77 were directed against the trucking industry, as compared with 85 out of a total of 331 filed in December.

Index Off from War Peak . . .

# Peacetime Record Set By '46 Truck Cargoes

WASHINGTON.—The volume of freight transported by motor carriers in December was at the highest level of any December of record, American Trucking Assns., Inc., announced last week.

Although the volume in December was 1.6 percent under November tonnage, it was 32.4 percent higher than in December, 1945. The ATA index figure for the month, computed on the basis of the average monthly tonnage of the reporting carriers for the three-year period of 1938-1940 as representing 100, was 189. The highest previous December index was the 185 recorded in December, 1942.

**Bearing out earlier predictions, the truckloading index for the full year of 1946 reached 184, the highest of any peacetime year and exceeded only by the 186 established in the record war-year 1943.**

According to W. A. Bresnahan, ATA's research director, one factor in the high volume of tonnage moved by truck in 1946 was increased movement of freight in less-than-carload lots to meet urgent consumer demand for many short articles as quickly as they were produced.

"It is significant," he said, "that while railroad carloadings as a whole were down in 1946 as compared with 1945, their carloadings of merchandise in less-carload lots increased more than 14 percent. Moreover, in the last half of 1946 the average rail loading per car of less-carload freight was greater than in 1945, despite relaxation of government requirements governing minimum loading of cars."

**Transportation of petroleum products, accounting for about 7 percent of the total tonnage reported, showed increases of 2.4 percent over November and 17.3 percent over December, 1945.**

About 3 percent of the total tonnage reported consisted of miscellaneous commodities, including tobacco, textiles, groceries, wood, motor vehicle parts, motor vehicles, school supplies, household goods and chemicals. Tonnage in this class decreased 18.9 percent below November, but increased 31.7 percent over December, 1945.

## Diamond T Plans Record Output For This Year

CHICAGO.—Production of 16,000 to 18,000 trucks is the 1947 goal of the Diamond T Motor Car Co., it was stated last week by E. J. Bush, president, who added that the highest peacetime output in the company's history is expected to be attained this year.

Employment at the Diamond T plant at present is about 800 people and would be higher if more materials were available, Bush said.

January shipments were estimated at 1,342 trucks, or about double the same month last year. Bush disclosed that demand and orders on hand are forcing the manufacturer to allocate trucks to its dealers.

## Superior Names Chief Engineer

LIMA, O.—G. L. Runkle has been appointed chief engineer and Earl Schofield has been retained as consultant engineer by Superior Coach Corp. Runkle, previously associated with Henney Motor Co., Freeport, Ill., for 17 years, will have complete charge of all design and production engineering at the Superior plant. Schofield has had many years of experience in the funeral-car field.

Superior also reported that E. Robert Langley has organized and will be in charge of a new distributorship, Superior Coach Sales, 1410 San Marco Blvd., Jacksonville, Fla.

## Federal Studies Needs Of Truckers in West

DETROIT.—Carl Loud, sales manager of Federal Motor Truck, has just returned to the factory after a two weeks' tour of west coast dealerships. During the trip Loud conferred with key dealers in California, Oregon, Washington and Utah on current problems and postwar equipment needs.

Loud stated that Federal was keenly interested in West Coast transportation problems and that plans are underway to make available as soon as possible additional equipment engineered to meet the specialized needs of operators there.

"Dealers Tell Me," by John O. Munn, is an open forum for the expression of dealers' opinions.

TRUCK LETTERING in character is this upside down and backwards company name on the Chevrolet panel truck provided by Herts Truck Leasing Co. for its client, Western Typesetting Co., Kansas City. The upside down lettering is the way a printer sees type on which he is working. Sanford W. Stuck, secretary-treasurer of Western, at right, says he has received plenty of kidding about the upside down lettering, most of it good natured, as to where was he when the truck was lettered, but all of it interest arousing. The lettering theme has brought many inquiries from within and outside the printing trade, Stuck reports. The figure on the door panel is a cowboy riding a piece of type, a Western trade-mark.

## Ga. Transit Firms Reported Expanding

NASHVILLE, Ga.—The Service Transit Co. has purchased land near Nashville for a general headquarters and garage. The company's buses serve Moultrie, Valdosta, Lakeland, Nashville, Adel, Ocilla, all Georgia towns.

Meantime Fleetway Transit Co., furnishing freight service between Ocilla and Valdosta, with connections to other truck lines, recently began operation through Nashville.

## Rodgers Shows War Was Safer Than U. S. Roads

The United States Navy in wartime was a safer place than the highways of America today, Ted V. Rodgers, president, American Trucking Assn., Inc., told members of the Vermont Truck & Bus Assn. at its annual meeting recently.

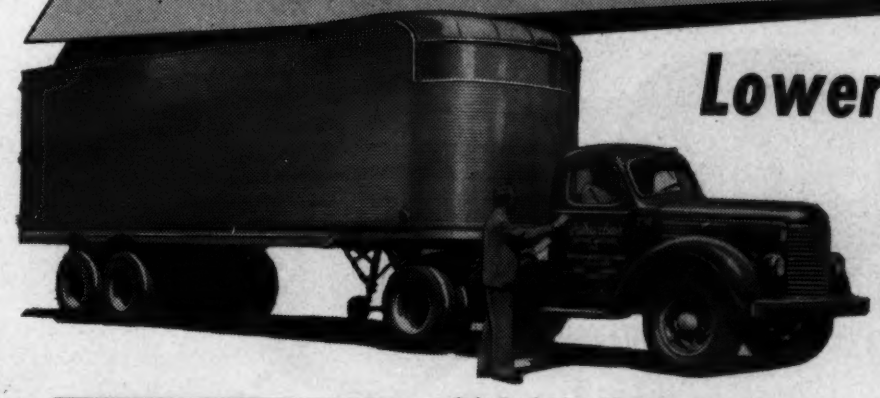
In a plea for nationwide cooperation between motorists and pedestrians to promote highway safety, Rodgers presented figures showing that the Navy lost 35,000 men killed from Pearl Harbor to V-J day, a period of nearly four years, while in 1946 alone there were 34,000 traffic fatalities in this country.

Gov. Ernest Gibson spoke briefly of his hope that the association would aid in cutting Vermont's traffic accident toll and cooperate with the legislature to see that the state's highway laws are on an equal basis with other states' laws.

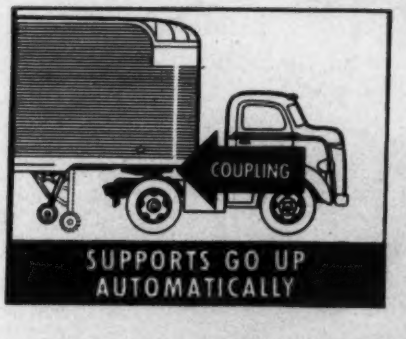

FRUEHAUF "Automatics"

Lower Hauling Costs

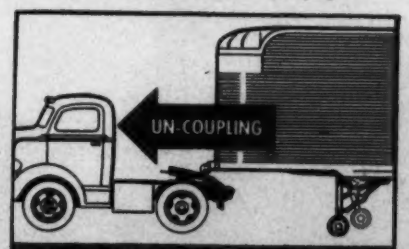
SIMPLIFY COUPLING AND UNCOUPLING — SPEED DELIVERIES — PERMIT TRAILERS TO WORK AT PEAK EFFICIENCY!



Only Fruehauf Builds Stainless Steel Vans with Revolutionary Torsion-Bar Springing!

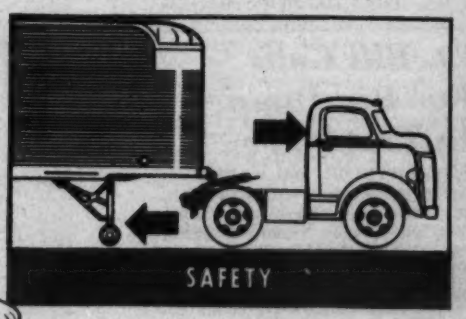



SUPPORTS GO UP AUTOMATICALLY



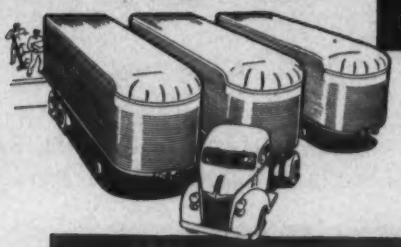

SUPPORTS COME DOWN AUTOMATICALLY

Eliminate the human element entirely. You cannot drive your truck away without the Fruehauf Automatic-Supports coming down and locking in position. As the truck backs under the Trailer, Supports go up automatically.

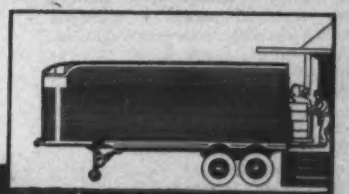


SAFETY

No other "Automatic" has all these features. Fewer working parts . . . wide V-guide on upper 5th Wheel to permit coupling at wide angles . . . working parts protected from dirt . . . roller-bearing wheels . . . inbuilt safety factors.



LESS DOCKING SPACE



BETTER LOAD DISTRIBUTION

SAVES LABOR

"Automatics" are perfect at crowded loading docks, where there's no room to hand-crank Supports. Driver needs opening only large enough for the Trailer. Also, when Trailers are used in "shuttle" operation (where one truck handles two or more) driver wastes no time in coupling and uncoupling.

Driver has no Supports to crank up and down with an "Automatic" on the job. To uncouple, he simply pulls a lever on the coupler or with "Full-Automatics" uses finger-tip levers right in the cab. Coupling is just as easy. Saves labor—lowers costs tremendously.

On Fruehauf Automatics, Supports have unusual forward Support-travel. In "down" position, Supports lessen the possibility of nose-diving in event of freak shift of load distribution.

• These "eye-witness" views show at a glance the important advantages of Fruehauf "Automatic" Trailers. Actual user experiences demonstrate that "Automatics" are the most efficient of all Semi-Trailers. Get the full "Automatics" story!

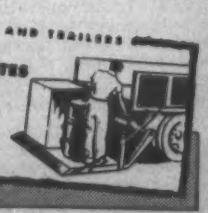
SEND FOR "AUTOMATIC SAVINGS" FOLDER!

World's Largest Builders of Truck-Trailers

FRUEHAUF TRAILER CO. • DETROIT 32

9 Factories — 65 Factory Service Branches

FOR TRUCKS AND TRAILERS
FRUEHAUF ELEVATING ENDGATES
Lift and Lower Loads Up to 1-TON the Hydraulic Way!
Send for Free Booklet "FRUEHAUF ELEVATING ENDGATE"



FRUEHAUF TRAILERS "Engineered Transportation"

'46 Registrations at 5,067,065 . . .

# Farmer Buying Places Truck Total at Peak

(Continued from Page 22)

**than they did in the years prior to 1941. Thus they have been able to discard the mule or horse team in favor of automotive transportation — often a truck that is used for all private transportation, as well as for hauling the products of their farms.**

This is borne out in studying the county breakdown of one of these states, where it shows that in this state four companies, making light trucks, got 88 percent of all the business and that seven companies—all building light trucks—got 93.7 percent of the business.

When the big city or industrial area counties were analyzed, it showed that on the five-year increase in truck registrations, the big-city areas had a 22.2 percent increase, while the corresponding non-city counties had a 19.6 percent rise. When compared on the basis of 1946 registrations alone, it showed that the big-city counties had a 6.8 percent increase, while the strictly farming counties, with no city of any size in them, had a 6.4 percent boost.

In this particular state, two companies were doing business in every county in the state, one in all but three counties, one in all but six counties. Three other truck manufacturing companies did approximately two percent of the business each — one selling in 49 counties, another in 40 counties and the third in 29 counties. A total of 6.3 percent of the business was obtained by five heavy-duty makers and several passenger car makers with commercial cars.

**Thus in the analyzation of this state it seems very possible that, for any company to get its share of this new increased truck market, which normally represents some 34.5 percent of all truck ownership, they must have dealer representation in the smaller cities and county seats at least.**

Analyzing the percentage increases on trucks for the past two years, when no army camp activity or other war-activated source of purchasing income would affect truck buying, it is found that the top ten states are all farm states, with the possible exception of New York state. But even here it is felt that much of the increased truck population has gone into the upstate farming counties. Following are the top ten in percentage of increase from 1944 to and including 1946:

| | % Increase | 1946 Regis. |
|---|---|---|
| Virginia | 39.82 | 99,909 |
| Mississippi | 39.35 | 74,157 |
| Louisiana | 24.93 | 86,196 |
| Kentucky | 23.15 | 88,220 |
| Georgia | 22.09 | 112,147 |
| Florida | 21.98 | 104,638 |
| Tennessee | 21.93 | 89,941 |
| Utah | 21.09 | 26,162 |
| New York | 20.89 | 362,899 |
| Arkansas | 20.61 | 83,890 |

It is also interesting to note that only four states appear in the same listing of the top ten states, in the five-year registration increase and in the two-year increase—the states of Arkansas, Mississippi, Tennessee and Virginia. In at least three of those states, a great number of farmers have been called sub-marginal in the past and were either tenant farmers or on very poor, worked out land.

**The increases in Louisiana and Mississippi may be somewhat influenced by the recent oil activity in those states, and a more careful check of registrations by size would of course determine to what extent the oil activity did influence large truck buying.**

Included in the tabulations are figures for buses, ambulances, special motor vehicles requiring commercial car licenses, such as the commercial vehicles produced by Pontiac, Plymouth and other passenger car makers.

A MAGNESIUM ALLOY truck body built by Purity Baking Co. of sheet and standard shapes fabricated by Revere Copper & Brass, Inc. Its outside dimensions are 139¼ inches long, 80¼ inches wide, 76 inches high. The weight of the body, including interior racks to hold 3,150 loaves of bread, is 1,000 pounds in magnesium contrasted to 2,300 pounds in steel.

## Jeep--What Is It?

### *Ky. Registry Class Depends On Number of Seats*

FRANKFORT, Ky. — Directions as to when a jeep is to be registered as a truck and when it is to be classified as a passenger car have been sent to county clerks in Kentucky by the state revenue department.

If all the seats are still in the jeep and the owner declares it is used primarily as a passenger car, the license fee is $5. If all but the driver's seat is removed and the jeep is used for commercial hauling or delivery, it is a "commercial truck" and the fee is $10.50.

Of course, some farmers use them both as light trucks and as passenger cars, with only the rear seat removed. These "farm trucks" must pay the same $5 required of regular car owners.

A farmer who uses his jeep to pull his plow or as a substitute tractor on his farm, doesn't have to pay any license at all, under state law. Furthermore, he can get a refund of the tax money he spends for gasoline.

### *Lemmenes Motors*

A charter has been granted to Lemmenes Motors, Inc., Ripon, Wis. **J. A. Lemmenes, Muriel G. Lemmenes, Edmund Luebke** and **Willard J. Bushweiler** are incorporators.

## *Vt. Bill Calls For Big Jump In Truck Fees*

MONTPELIER, Vt. — Stiff increases in Vermont truck registration fees are proposed in a bill introduced in the Vermont legislature by Rep. J. Harold Stacey of Windsor.

Registration rate increases provided by the bill would be as follows: Trucks under 7,000 pounds, from 50 to 65 cents a hundredweight. Trucks between 7,000 and 11,000 pounds, from 60 to 75 cents a hundredweight. Trucks between 11,000 and 17,000 pounds, from 70 to 85 cents a hundredweight. Trucks over 17,000 pounds, 85 cents to $1.10 a hundredweight.

Opposition to such rates was expected from truck operators, including members of the Vermont Bus and Truck Assn., who voted at their annual meeting as being willing to go along with an increase from 70 to 75 cents for trucks between 11,000 and 17,000 pounds and 85 to 90 cents for trucks above 17,000.

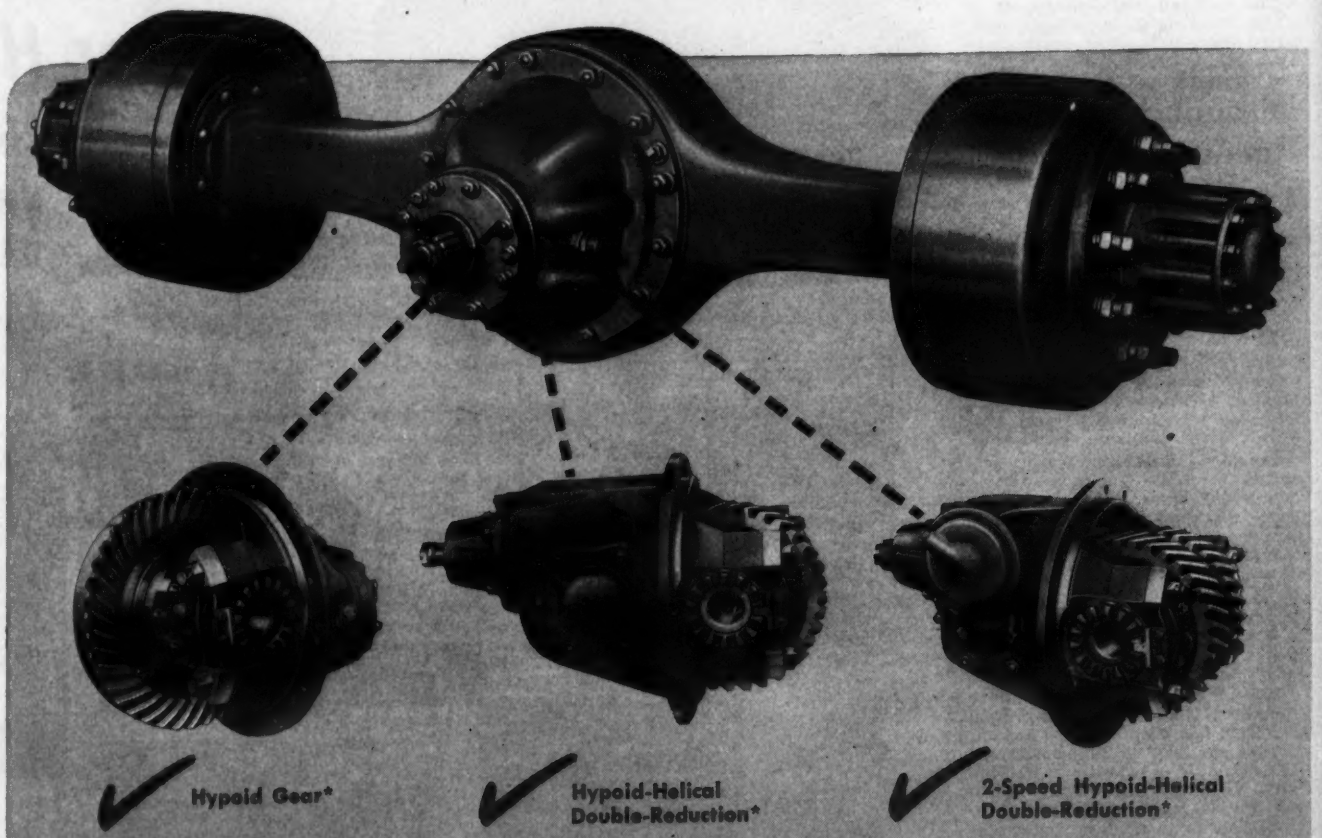
The rate schedule proposed by the Stacey bill also provides substantial increases for smaller trucks, most of which are operated by farmers or small truckmen.

At a recent hearing on a bill to raise the legal weight limit for trucks, truck operators expressed a willingness to pay higher registration fees, but no specific amount was mentioned.

### *Harmon Incorporates*

Harmon Motor Co., Raleigh, N. C., has been incorporated with capital stock of $250,000. Principals are **A. J. Harmon, Iva M. Harmon** and **I. M. Bailey.**


NEW TIMKEN




*INTERCHANGEABLE IN SAME AXLE HOUSING USING THE SAME AXLE SHAFTS

1 Seven new related series of axles, providing a complete range of capacities for all medium, light-heavy and heavy-duty requirements.

2 Three optional types of final drive in each capacity, each interchangeable in the same axle housing using the same axle shafts.

3 A wide range of optional final drive gear ratios.

4 New Advanced-Related Design, with exclusive Timken Hypoid "Hy-Performance" Gearing throughout the entire line.

1,500 to Start Renewal Program . . .

# U.S. Asks Bids on Trucks For Postoffice Use

(Continued from Page 22)

is to be used stipulated, thus giving the dealer who delivers the vehicle a proprietary interest in it.

**When the local service or operator needs quick service the dealer will go much further, they have found, in keeping that vehicle on the road if it is one of a fleet in which he has played a part in the sale and delivery.**

Then, too, the department is up against the same use phase in its purchases that any national fleet user faces. Trucks that give highest efficiency in Pittsburgh with its hills and short runs don't always give the same efficiency in Los Angeles with its flat streets, long distances and need for greater speeds.

At the same time, however, there is a great advantage in standardization in lengths, bodies and many other specifications. The specialization the truck needs for its terrain can be usually accomplished in changing of gear ratios and minor assemblies.

**Better Trucks Sought**

The campaigning for better trucks for our biggest public fleet started in the Illinois *Postmasters News* in June, 1945, when the editor published a story in which he pointed out that postmasters have contended generally that retaining trucks in service for over 10 years was false economy and that the antiquated trucks on the streets of any town were not only a blight on the prestige in which the department should be held, but also uneconomical from an operating standpoint.

Again in February, 1946, the *News* points out that the experience of the department with the stand-drive type of truck has been "worthy of note." The experience had been gained with a rented truck.

**In August, 1946, the News stated that the story that had been going the rounds about a Post Office truck that was caught in the parade of ancient vehicles was going to take first prize—that the truck just happened to be caught in the parade for a few blocks and was on its regular delivery business.**

Again in December, 1946, and in January, 1947, the truck subject was attacted again.

The January issue story offers a lot of food for thought by dealers. It might even prompt some alert truck dealers in each city to go to work on the local postmaster and through their congressmen and senators to get post office trucks purchased through dealers in the cities where they are to be used.

A MULTI-PURPOSE TRAILER, all-steel welded with carrying capacity of 4,000 pounds. Equipped with Loveland Shock Absorber Axle. Removable fender skirts. Empty weight is 600 pounds. It is designed for camping, hunting or travel-sleeper or commercial uses. To be sold through car dealers, it is manufactured by Worth Trailer Co., Inc., 655 Earl Bldg., Washington.

This story, as printed in the Illinois *Postmasters News*, is as follows:

"When we suggested last month that post office trucks be purchased through automobile dealers we were in dead earnest about it, and couldn't see why it conflicted with any laws or regulations so long as it was done on a bid basis. We need trucks badly, and if we can't get them from the manufacturer, with special bodies, what is wrong with getting them from automobile dealers, with standard bodies. At present writing no one has come through with the answer so we might as well continue to plug our theories with the hope that maybe an ambitious Congressman, an aroused postal department or a service minded National Postmasters Assn. will grab the ball and run with it from here.

**"That automobile dealers are not in need of additional business at the moment, is a conceded fact. That they probably will have difficulty in filling their present orders by next Christmas is admitted. But, given the opportunity to bid on a piece of automotive equipment with competing dealers, they will not only bid but will cut the price every time: that's history.**

"During the war when the factories had rolled their last cars off the assembly lines and all new vehicles were in the hands of dealers, the War department was able to buy new cars by the thousands, and buy them at a discount.

"In the long run the Post Office department would be ahead by purchasing their requirements through dealers. The present appropriation of $3,000,000 for new trucks won't be the last (we hope), and as production increases and the disastrous free enterprise gets into full swing, they will be able to buy them for a song so long as they have the notes to pay for them. We remember the time when the state of Illinois, and we suppose other states too, bought Fords and Chevrolets for their highway police at $5 to $10 profit to the dealer, got a good trade in price for their old equipment to boot and a fleet owner discount from the manufacturer besides.

"And speaking of trade-ins, that's another good argument for standard units and a good reason for buying from the dealer. Post office trucks shouldn't be allowed to get over five years old. They can then be traded to better advantage through a dealer than can be realized from them by disposal through any other source. What big user of trucks, name one, allows their equipment to get 15 to 25 years old. Why the loss of time alone, in working with inefficient, over-age equipment, will demonstrate the fallacy of it.

**"To those of you, who through a dwarfed conception of the sincerity of the writer, may look upon this as a singing commercial for the automobile retail trade, let us disabuse your thinking. We are only one of many who are sufficiently interested in the mechanics of moving the mails to want the operation placed upon a sound basis.**

"The word expeditor was either coined or at least extensively used during the war years and applied to one, who confronted by red tape or scarcity was given a job to do and ventured forth to do it. Invariably he came through. There's a war on, just now, in the truck acquisition department. Page the Expeditor."


3 for 1 AXLES!

THE FINAL ANSWER TO FINAL DRIVE PROBLEMS!

The new Timken postwar line of "3 for 1" Axles with exclusive Timken Hypoid "Hy-Performance" Gearing supplies the final answer to the problem of *fitting the truck to the job*—with the *right* axle—with the *right* type of final drive.

***How Does It Solve This Problem?***

It is a *complete line* of *new axles* in a complete range of seven series or capacities—for medium, light-heavy and heavy-duty vehicles.

You have a choice of three types of final drive in each capacity axle—Hypoid—Hypoid-Helical Double-Reduction—or Two-Speed Hypoid-Helical Double-Reduction with Easy Power Shift.

***Each of these three types of final drive is interchangeable in the same axle housing using the same axle shafts.***

You have a choice of gear ratios in each type of final drive.

*New Timken Hypoid "Hy-Performance" Gearing* and other postwar features of design make it the most *modern* line of axles in the motor transportation industry.

***Act Now—Ask About Axles!***

It will pay you to get *all* the facts *today!* See the dealer who sells Timken Axle-equipped trucks—then specify new Timken "3 for 1" Axles under the next new trucks you buy.

THE TIMKEN-DETROIT AXLE COMPANY

DETROIT 32, MICHIGAN

WISCONSIN AXLE DIVISION, OSHKOSH, WISCONSIN — TIMKEN AXLE BRAKE DIVISION, DETROIT, MICHIGAN

Timken offers, for the first time, the *full* advantages of Hypoid Gearing in all three types of final drive in seven different capacities. You get a wider range of gear ratios . . . increased torque capacity . . . sturdier gear mounting . . . longer life . . . and increased dependability.

## Griffin Lamp Purchases Premier Signal Firm

BELLEVUE, O.—Harold F. Griffin, president of Griffin Lamp Co., has announced the purchase of Premier Signal Co. here, formerly headed by H. O. Smith, pioneer in the signal business.

Griffin now will be the sole outlet of the Premier directional indicator, original equipment for many truck and trailer manufacturers. Smith will continue with Griffin Lamp in a sales and advisory capacity. All assembly and distribution, however, will be from the new Griffin plant in Hamilton, O.

What do you want to buy, sell or trade? See Classified Want Ads, inside back cover this issue.

# Meat at Your Door

## *Refrigerated Truck Makes Home Delivery Practical for Brooklyn Butcher*

BROOKLYN.—Looking forward to tomorrow's price and quality competition in meat merchandising, Adolf Gobel, Inc., has set up a "home service" division to market meats direct from packing plant to the home.

A fleet of route trucks has been ordered with short, light-duty chassis and oversize stock bodies in which refrigeration and insulation are installed to insure sub-zero temperature for some products, and 28 degrees for other products in the same loads, according to Edward Boughton, superintendent of transportation.

This "home service" division does not take the place of or conflict with the wholesale division, nor the company's retail stores. It was instituted to play a combination missionary advertising and merchandising role to boost the volume of the wholesale division and stores.

The home service routeman sees each customer but once a week—he really has five routes or groups of customers and prospects. Thus, his customers are kept acquainted with Gobel products, resulting in greater demand on local butcher shops and increased sales by the regular trade.

Just as home service in refrigerated trucks by meat packers is believed to be an innovation, so is the type of unit used unusual in the packing industry.

The chassis are standard chassis on 113-inch wheelbase. All are classed as light duty but the chassis capacity is to be varied slightly according to grades, roads and loads to be carried.

The unit illustrated is a Model K-3M International with stock 9½-foot Metro body with 67½-inch height and 70-inch width, inside dimensions. The bumper-to-bumper length is 202 inches, saving considerable space in garaging.

**It is planned to use some K-4-M Internationals when conditions require, but on the same wheelbase, unless two-man routes should demonstrate the need for a 12-foot body on 130-inch wheelbase. This is a possibility since two men can very well work from the same unit, as all of the products sold are cut, weighed, wrapped in cellophane and marked at the plant.**

The main load compartment is insulated with five inches of packed fiber glass in the roof and four inches in the walls, doors and partitions. In the floor, four inches of cork, covered with diamond plate steel panel is used. In this main compartment it is only necessary to provide a temperature of 28 degrees to start and the trucks return with about 34 degrees.

There is a special compartment with extra insulation for frozen foods (vegetables and fruits) which are carried by Gobel as a convenience to housewives. This cabinet, 21 by 21 inches by 2½ feet high, is situated directly above the refrigerating unit, and provides a sub-zero temperature.

The refrigerating unit, using a 1½-hp. motor and a two-ton condenser, is on the left side and directly behind the driver's compartment and can be reached from the outside through an access door as shown in the illustration. If a route truck should develop trouble on the road, this refrigerating unit can be plugged in at the service station to protect the payload.

A MODEL K-3M International is used by a Brooklyn packing firm for home delivery of meats by refrigerated carrier.

The evaporating coils or plates are located on the sides of the load space, directly behind the three shelves or racks on each side, leaving a wide center aisle for access to the load. When the truck leaves the plant, this aisle is partly filled with cartons of meat products, such as bologna, frankfurters, bacon, etc., and as the load is worked, the cartons are emptied, folded up and stored at the emptied ends of the racks.

So far the refrigeration, insulation, cabinet and rack arrangement described, has proved satisfactory, but the Gobel staff is prepared to change if necessary. Some of the other plans they have in mind, should occasion require, include (1) bodies with increased insulation equipment, with evaporating coils only, to be hooked up at night at the plant, saving load space and weight, (2) removable cold pack units from the plant refrigerating department or (3) all-cork insulation with the load prefrozen to a temperature low enough to last for eight to 10 hours without refrigeration in the truck.

# *Tacoma Dealer Turning Out Truck Bodies*

TACOMA, Wash.—Irwin-Jones Motor Co. (Dodge-Plymouth distributors) is operating one of Tacoma's newest industries as a branch of its truck division with a full scale body building plant. Started late in 1945 as a three-man operation, the plant now employs 15 men with greater expansion planned.

Thus far, custom built, van style truck bodies have been sold as far away as California and Boise, Idaho, but with a large backlog of orders, most deliveries are for local consumption.

The bodies are built 100 percent at the plant, with no outside subassembly assistance. Frameworks of plywood and steel are first erected and aluminum sheeting put on over. The bodies—tradenamed "Route Van"—have been built for numerous local industries such as bakeries, launderies, wholesalers, and food processors.

Some shortages of materials have been encountered in plywood and the like, but further expansion is planned as soon as materials and space become more available.

The plant is under direction of W. H. Dunlap, truck store manager, while Jim Seymour, veteran Irwin-Jones employe, is supervisor of the body building works.

## Little Rock Firm Begins Trailer Output

NORTH LITTLE ROCK, Ark.—The Capital Trailer Co. this week will begin production here of all-steel structural van-type truck bodies and trailer bodies with an aluminum skin.

Initial production will be two to three trailers weekly, with an eventual capacity of 15 per week. John White is general manager.

### *Chromatone Display*

A counter display stand to show not only a sample package but also the many uses of Chromatone silver chrome finish has been released by Alumatone Corp., 1523 Grande Vista Ave., Los Angeles, Calif.


MIDLAND

*Another Midland Help to Safer Braking*

AIR CONVERSION VALVE KITS

WHEN tractor is equipped with air brakes and trailer is equipped with vacuum brakes, the problem of synchronizing the two units is presented.

The Midland Air Conversion Valve Kit solves this problem with ease and efficiency. Installation of this Midland unit permits the air and vacuum systems to be perfectly synchronized, even if the tractor and trailer are equipped with different types of power brakes.

See your nearest Midland distributor, or write to us for complete information about this handy kit — and Midland air and vacuum power brakes.

The MIDLAND STEEL PRODUCTS CO.
6660 MT. ELLIOTT AVENUE · DETROIT 11, MICH.
*Export Department · 38 Pearl Street · New York City*

37 Firms Also Honored . . .

# Safety Council Cites 3,112 Drivers in N.Y.

NEW YORK.—A sanitation truck and a city bus in the Bronx, a horse-drawn milk wagon in Brooklyn, a coffin delivery truck in Queens, and a freight van operating out of Patchogue, L. I., are among the safest vehicles in the New York metropolitan area, according to annual awards announced last week by the Greater New York Safety Council.

Francis T. McGowan, chairman of the Council's inter-fleet accident reduction contest, listed 37 industrial and business companies and municipal departments which led their divisions in safe driving during 1946. The winners have just been determined, following a detailed check on the records of the 351 competing fleets.

More than 18,000 vehicles in the contest covered 79,239,000 miles and were in use 16,000,000 hours during the contest. Safe driving certificates are being sent to 3,112 individual drivers who went through the contest period without accident.

The 37 divisional leaders will get framed certificates at a commercial vehicle luncheon in New York City on March 26. State Motor Vehicles Commissioner Clifford J. Fletcher will make the awards and address the luncheon, held in conjunction with the council's seventeenth annual convention and exposition.

The division winners, by counties, follow:

New York—John Reber Baking Corp., Wright Lumber Co., Muller Dairies, Inc., Sheffield Farms Co., Inc., News Syndicate Co., New York Telephone Co., United States Post Office.

Kings—Paradise Baking Co., General Baking Co., Brooklyn Terminal Stores, Brooklyn Union Coal Co., Borden's Farm Products, Swift & Co., Alfred A. Buddenhagen Inc., Bureau of Highways and Sewers, Socony Vacuum Oil Co., Brooklyn Borough Gas Co., Department of Water Supply, Gas and Electricity.

Queens—George Krug Baking Co., Department of Sanitation, George's Messenger Service, Sun Oil Co., National Casket Co., Inc.

Bronx—Department of Sanitation, Surface Transportation of New York.

Richmond—Department of Sanitation.

Nassau—Inc. Village of Valley Stream, Lewis Coal & Oil Co., Port Washington, and Ranger Aircraft Engines, Inc., Farmingdale.

Suffolk—Reich Brothers Motor Freight, Inc., Patchogue; South Huntington Bus Co., Halesite.

Westchester—Westchester Coat & Apron Supply Co., Refined Syrups & Sugars, Inc., Yonkers; Borden's Farm Products, Continental Baking Co., Mt. Vernon; Pioneer Ice Cream Division of the Borden Co., Peekskill.

Rockland—Rockland Light and Power Co.

## Rodgers Urges Allout Drive On Traffic Toll

HARTFORD, Conn.—Concerted action by all motor vehicle drivers to combat the increase in traffic casualties was called for last week by Ted V. Rodgers, president of the American Trucking Assns., Inc., before 700 persons gathered here for the twenty-sixth annual convention of the Motor Transport Assn. of Connecticut, Inc.

With highway safety and courtesy its keynote, the convention opened with a meeting at which Philander Cooke, New Haven, was elected president of the group for the next year. Following a forum in the afternoon, D. Y. Sutherland, the outgoing president, announced plans for the Connecticut organization's participation in the nationwide courtesy and safety campaign sponsored by the ATA.

In addressing the trucking firm operators following the organization's annual banquet, Rodgers pointed out that winter driving conditions, combined with the high percentage of old vehicles still in use, have increased traffic hazards considerably.

"Combine these facts," he said, "and add this nation's driving habits, and you have a brew that will cause new increases in already heavy traffic casualties unless we act at once to throw in the ingredients which we know will counteract those hazards.

"It is up to all of us in the highway transportation field to lead the way toward complete safety for all motorists on the highways. We know it is not accidental that motor truck and bus fleets all over the country have well-organized safety programs of their own. And their safety records prove the value of what they are doing."

## Louisiana Truckers Plan Parley in New Orleans

NEW ORLEANS.—The Louisiana Motor Transport Assn. will hold its annual convention here March 4-6 at the Hotel Roosevelt, according to Ben H. Grayson, general manager.

Ted V. Rodgers, president of the American Trucking Assns., Inc., will attend the conference. The White Motor Co. will give a luncheon, at which J. N. Bauman jr., executive vice-president of the company, and Prof. Amos Neyhart, administrative head, Institute of Safety, Pennsylvania State College, will be the principal speakers. A truck roadeo on the final day of the convention will take place at Pontchartrain beach.

ADMINISTRATION BUILDING for the new master wholesale parts warehouse and zone offices which GMC Truck & Coach division of General Motors has opened at Oakland, Calif. At 10626 E. 14th St., it is the first of 20 projects in a nationwide program to streamline GMC parts and accessories distribution. These new Oakland facilities will provide a total of 76,000 square feet of floor space.

### Hartford Assn. Meets

Service and parts managers of the Hartford Automobile Dealers Assn. held a dinner meeting recently conducted by **Ralph Wentworth** of the Harrington Palmer Co. The program consisted of a general discussion on service and its present day problems. **Vincent Lombardi** and **Robert Scell**, service managers of Grody Chevrolet and Packard-Hartford, were the principal speakers.

## Weight Saver

### *Fruehauf Uses Fiberglas To Lighten Van*

DETROIT.—A weight-saving of 650 pounds in a 30-foot Fruehauf refrigerator van through the use of new Ultra-Lite Fiberglas insulation, and redesigned floor construction, was announced last week by F. M. Reid, vice-president in charge of engineering, Fruehauf Trailer.

The Ultra-Lite Fiberglas weighs only ¾ of a pound per cubic foot as compared with 2½ pounds per cubic foot for the type previously used. It is now being used in stainless steel models and will soon go into all Fruehauf insulated vans.

Improved floor design employs lighter materials with a subfloor pan of corrugated aluminum in place of sheet steel, saving approximately 350 pounds depending upon trailer length. Ultra-Lite is spun glass so fine that it resembles fine silk in texture.

### *Dotson-Fisher*

**J. O. Dotson** and **O. B. Fisher** have become sole owners of the North Texas Motor Co. (Ford), Wichita Falls, Tex.


LOW-COST PROTECTION
for high-cost parts!

● Here's a *low-cost* way to protect your truck against high-cost front-end damage.

It's the famous Champion Grille-Guard!

The super strength of its closely spaced bars gives *full-width* protection to your truck's fenders, headlights, radiator grille, radiator and other parts costly to repair or replace. Yet the cost of a Champion Grille-Guard is even *less* than many ordinary guards!

If your truck must operate in congested traffic, loading docks, or *wherever* there is danger of front-end damage, protect it with a Champion Grille-Guard.

See your truck dealer or Truckstell distributor *today*. Or write The Truckstell Company, Union Commerce Building, Cleveland 14, Ohio.

6 Reasons Why Truck Owners the Country over Depend upon This Low-Cost Protection:

1. Protects *entire* front end
2. Extra strong, closely spaced bars
3. All-welded construction
4. Attractive black enamel finish
5. Easily installed
6. Top quality at low price

ONLY $22.50 FOR ½ AND ¾ TON MODELS—ONLY $25.00 FOR HEAVIER MODELS
F.O.B. Detroit, Mich.—Tax and installation extra—Special discounts to Fleet Owners

CHAMPION Grille-Guards
MANUFACTURED BY TRUCK EQUIPMENT COMPANY, DETROIT, MICHIGAN

Approved AND DISTRIBUTED BY TRUCKSTELL
SPECIALIZED EQUIPMENT FOR PLUS PERFORMANCE

## Truckin' . . . By Jack Weed

(Continued from Page 22)

rushing the finishing of the new truck assembly plant.

* * *

IN CHECKING up on some statistics about Uncle Sam's operation of Post Office department trucks I found that not only is our dear Uncle the owner and operator of the world's largest fleet of antiques, but he is also one of the largest lessors or contractors of trucks and other automotive equipment in the country.

I was quite surprised to find that at the moment the old boy with the chin whiskers contracts—or pays the operating bill—for some 53,525 vehicles. Thirty-two thousand of these are used on rural routes, 11,000 on "star" routes, 5,000 on special delivery, 5,000 on city contract delivery and 525 screenwagon trucks. In the fleet of vehicles which the department owns are also nine buses—five of which are in running condition—and 50 motorcycles as well as some 10,600 trucks with an average age of 17 years.

It kinda looks on the surface that the automotive industry—which is somewhat interested from a tax paying standpoint as well as a supplier of these products—might well look into the operation of the post office vehicles with the idea of finding out if such an operation is at all economical and if this country wouldn't be much better off if the department transportation equipment might stand some modernization as well as more ownership by the nation.

Now don't get me wrong—I haven't dug far enough into the subject to have any concrete ideas on the subject myself—I am just throwing this idea into the hopper so that someone much better informed than I could take it as a starting point if my suggestion has any merit.

If it will help any of you boys with such ideas I might tell you what I found in just one fleet—one that was fairly modern by the way—19 percent of the trucks in this fleet were bought between 1928-30, 37 percent were 1930-35 jobs, about 4.5 percent were 1936's, 14.5 percent were dated 1938 and 18 percent were really modern 1940's. The balance of the fleet was made up of surplus Army vehicles in the main.

* * *

WELL, ACCORDING to Al Daniels the Pikes Peak climb is going to be held again this year on Labor Day—bigger and better than ever, according to Al's recent letter. This climb has been officially granted championship points by the AAA racing board, since it is open to championship cars and pays a purse accordingly.

Inasmuch as points are awarded on the basis of two points per mile, the AAA has allotted the Pikes Peak climb the same scale as the 100-mile championship event. The course is 12½ miles but due to the pre-race preparation necessary and the fact that the cars start at 9,000 feet and finish above 14,000, the special dispensation has been made.

The 1946 race, which was the first held since 1941, drew the largest attendance in the history of the race—which incidently started in 1916 when I was with the old H.A.L. Motor Co., Cleveland. We had a car in that event as I recall. This year the Pikes Peak Auto Hill Climb Assn. expects to beat even the 1946 attendance record and is already starting to beat the drums to get interest aroused.

* * *

BUTYL, THE special purpose synthetic with high air-retaining properties, can now be made in truck tubes of 7.00 inch cross section and larger. This should be welcomed by the pushers of the heavy over-land truckers.

Prior to Feb. 7 tube makers were prohibited from using butyl in the large tubes due to the fact that the supply of this synthetic was in insufficient quantities for unrestricted use. Now because natural rubber is in short supply for all needs, CPA has freed its use for large truck and bus tubes.

* * *

PROHIBITION of closed shops is certainly on the march since the outbreak of the crippling strikes of last year. Already six states have passed legislation banning the closed shop and some sort of prohibition against closed shop legislation is before the legislatures in five other states: California, Iowa, New Mexico, New York and Utah. The six states which already have put the ban on the closed shop are Arizona, Arkansas, Florida, Nebraska, South Dakota and Virginia.

It begins to look as if the union leaders herded their pigs up to the gorging troughs once or twice too many times for public to stand the odor and monopoly of power-mad labor unionism.

* * *

WELL, IF ANY of you boys and girls have any idea that it is going to be years or even months before the chips of keen, price-cutting competition come to the automotive industry, you should come to Detroit and take a ride through some of our more heavily populated motor rows. Already two big tire outlets have started to advertise cut prices on passenger car tires—even before the little tire shop shelves carry any assortment in stock—and our used-car lots have blossomed out with prices in big figures on the windshields of the jobs on the lots.

Like the first flowers of spring, tire price cutting and putting the selling prices in big bold figures on used cars is an indication that the sucker list has disappeared and that the boys are finding it necessary to "get out and sell" again. Some of the replacement parts manufacturers reps are also finding that the parts jobbers are beginning to wonder if they haven't too many pieces in stock and have been cutting down on their buying quite drastically lately.

Car and truck dealers should be guided by some of these indications and get busy on the task of getting their own houses in order—getting their sales forces up to normal times and start inviting the public into their service stations for the quick service job.

'Taint going to be long now, say I.

AT BROADWAY AND 13TH in San Antonio, the new home of H. E. Watson's Motor Truck Sales Co. is exclusively designed for trucks. Providing 20,000 square feet of floor space, it will feature many innovations in truck sales, parts and service facilities. Present plans call for its opening in March.

## Carriers Order 810 Fruehaufs

KANSAS CITY.—Riss & Co. has placed an order for 400 Fruehauf stainless steel trailers. The trailers are 32 feet long—the majority being equipped with Fruehauf's new gravity suspension tandem underconstruction.

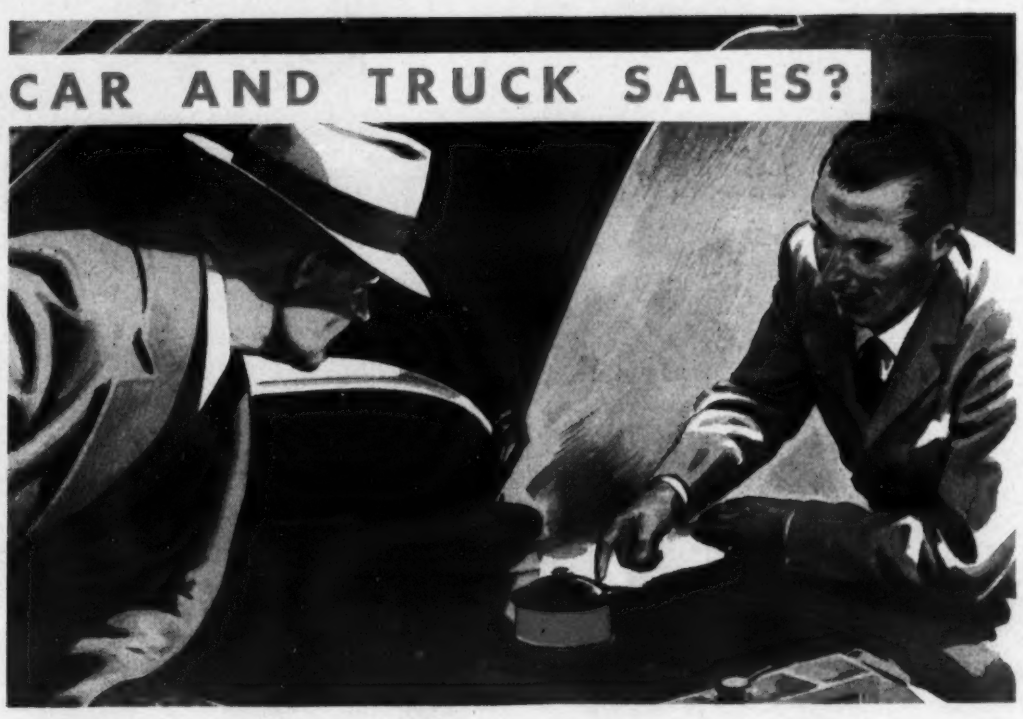
Other large orders for stainless steel Fruehaufs include 200 for Decatur Cartage Co. and 110 for Midwest Transfer, both of Chicago, and an additional 100 for Norwalk Truck Line, Norwalk, O.

### *McLennan to Build*

Plans for a modern $50,000 garage for McLennan Motors, Ltd., Vancouver, B. C., are being developed by W. H. Birmingham, architect. The new garage will be erected at 12th St. and Queen's Ave., New Westminster. It will be one story in height with an area of 9,000 square feet.


# How Can You Make Extra Profits...

ON NEW CAR AND TRUCK SALES?



Answer • It's easy to increase your profit on new car and truck sales . . . and to build plenty of repeat business for your shop at the same time! Here's how to do it.

On every car and truck that is not filter-equipped, install a Fram Oil & Motor Cleaner before it leaves your showroom. Just tell customers it's your policy to install a Fram on every car as protection against dirt, grit, carbon and harmful abrasive particles in the oil. You get an *extra* profit on your sale . . . and you build a profitable repeat business on genuine Fram replacement cartridges, too. What's more, you're doing your customers a real favor, because Fram prevents unnecessary motor wear and saves breakdowns, repairs, money . . . so everybody profits! Instruct your shop men to install a Fram on every car that's not filter-equipped . . . starting today! Fram Corporation, Providence 16, R. I. *In Canada:* J. C. Adams Co., Ltd., Toronto, Ontario.

FRAM OIL & MOTOR CLEANER

*Cleans the Oil that Cleans the Motor*

Anderson Succeeds Mallon . . .

# NADA Assails Trend In Factory Policies

(Continued from Page 6)

dealers have about new dealers entering their territories. You and I know, in a great many cases, that apprehension is ever present.

**"Would it not be possible for all factories, after consultation with individual dealers, to outline to them exactly what they feel should be done in order to achieve a proper percentage of the potential business—not on the basis of what they would like to do, but rather on the basis of what can reasonably be expected according to their own product, price and their own position in the market, and then agree on minimum amount of finance, equipment, parts and facilities necessary to do this job.**

"Every dealer is certainly in business to make money. Every factory is anxious to secure their maximum share of the business. A common sense approach to their mutual problems and a common sense attitude on both sides should produce this result. If dealers have to be ever-fearful that they may wake up any morning and find a new dealer handling the same make of car in their territory, they cannot be in the proper frame of mind and they cannot be expected to increase facilities which their market will not support under those conditions."

**Romney's Address**

A combined total of 4,700,000 vehicles, if realized, would compare with a total of 3,100,000 last year and 4,800,000 in 1941, Romney said. Export markets are likely to take about the same amount as last year, (6.7 percent of cars and 20 percent of the trucks) when shipments were strictly controlled by the government.

**Parts production appears more encouraging, Romney told NADA. The majority of passenger car companies believe that the replacement parts production volume will approximate the 1946 volume, which in itself was double the prewar peak, he said.**

Availability of basic raw materials, such as sheet and strip steel, copper and pig iron, and the status of labor-management relations continue to govern the production outlook, Romney said. However, because of the power of public opinion and Congressional investigation being exercised on the labor issue, he predicted fewer, shorter and smaller strikes than in 1946.

"We can expect good union conduct until Congress acts. What happens then will depend on whether Congress has done the thorough job the voters demanded," he said.

Discussing the automobile company attitude toward collective bargaining and the basis on which they are endeavoring to make it work, Romney predicted:

**"In the evolution of a peaceful and productive American pattern of management - labor relations, automobile companies will pioneer as much as they did in developing mass production as the unparalleled source of high wages and low prices."**

Because new model introductions are likely to be scattered, no national automobile show looks likely this year, Romney said. He expressed the personal belief that the show will resume, however, in 1948.

**On 'User Mortality'**

Romney cited specific factual information to show the effect on highway transportation use of traffic congestion, accidents, inadequate and expensive parking facilities, high car insurance costs, high operating costs and other such factors affecting the motorist's budget and time.

**Noting that "dealer mortality" is high on the list of dealer association study, Romney cautioned dealers to worry more about "user mortality."**

To prevent these trends from being translated into a long-range buyer's market, he urged automobile dealers to get behind a six-point program calling for:

1. Improvement of streets and highways.
2. Proper expenditure of tax revenues paid by motorists and other highway users.
3. Establishment and enforcement of uniform traffic.
4. Expansion of adequate parking facilities.
5. Stimulation of a driver training program.
6. Support of a highway safety program.

"When are the manufacturers going to stop telling dealers how to run their business?," Romney asked the audience.

"Considering the use made of their advice, I've often wondered why the manufacturers didn't stop years ago! I guess it's just a case of persistence and hope. Seriously, because manufacturers and dealers both work for the same boss — the car and truck user — and further because the user largely judges the manufacturer by the dealer that sells and services his vehicles, I think the factories will always try to help you."

* * *

**Halleck's Talk**

"It is folly for anyone to talk about wiping out the Wagner Act altogether, passing laws absolutely prohibiting all strikes and taking similar drastic all-out steps," Rep. Halleck said. "This kind of legislation simply is not going to be passed and there is no sense in talking about it or getting excited over the prospect of it being even seriously agitated.

"What everybody must do — and this goes for employers, employes and general public — is approach this labor management problem in a spirit of fairness to all. The laws in particular should be made fair to the third party to every industrial situation. That third party is the public who pays the bill," he said.

**"All too often in the past, strikes have been launched and even settled with either employes or employers insisting on having their way with little or no regard for the rights and welfare of the public. This may be a natural attitude in the heat of battle, but it is not one to carry into the making of legislation and it is not going to obtain when the bills that this Congress pass are finally written.**

"I especially want to emphasize with all my power the point that the mere writing of new legislation is not going to cure the evils that have grown up under our present employer and employe relation system. Laws themselves simply cannot bring about complete industrial peace, continuous work and justice for all. The best that Congress can possibly do is to write a book of fair rules for employer and worker to go by and then do its best to see that these rules are fairly applied. After that, the participants in the game will have to see that it is played not only in accordance with the legislative rules set down in black and white, but also with a generous degree of fairness on both sides. All the rules in the world will not keep the game going fairly if each player or each group of players is determined to take unfair advantage of the other.

"The fact is that good or bad industrial relations in this country finally are going to depend to a considerable extent upon the soundness of local relations between employers, employes and the public."

Halleck urged the dealer organization to stand solidly behind Congressional efforts for better labor laws, less government spending and lower taxes.

* * *

**Dearborn's Speech**

Dearborn told NADA delegates that their special contact and their position in their respective communities make it possible for them to do important work in the cause of highway safety.

"I respectfully suggest," he said, "that your Board of Directors consider favorably the adoption of an active program that will repeat itself on both state and local levels. It is a patriotic and humanitarian thing to do and it will contribute much to eliminate our present national disgrace of highway accidents.

**"Highway safety," he pointed out, "is made to order for your industry, which in the long run depends to a large extent upon safety. You have increasingly active competition in other fields of transportation. You want your share of the American consumer's dollar, and highway safety is one very important factor in your ultimate business success.**

"I would urge that in every community you make sure that there is a standard system of reporting and recording traffic accidents. Unless it is known just where, when, how, and why they occur, preventive work, obviously, cannot be carried on effectively.

**Check on Enforcement**

"Another thing your members can do is check on the competence of local street and highway engineering. Insist that standards be met, not only on street and highway construction, but on the traffic control equipment. There should also be a check on local laws and ordinances to see that they are up to date, reasonable and substantially uniform.

"Check on the competence and impartial enforcement of the laws and ordinances by the police and the courts. Fight for expert administration of uniform driver license laws, for high standards of examination, for the protection of the public against incompetent drivers."

AFTER A RECENT DICK HAYMES show honoring the nation's truck drivers, transportation executives and their wives went backstage to congratulate the baritone. Haymes devoted his half-hour Auto-Lite program to furthering highway safety. An additional feature was the appearance of Ted V. Rodgers, president, American Trucking Assns., Inc. Above are Richard Duntley, vice-president of Pacific Freight Lines and general chairman of the Courtesy and Safety campaign; Mrs. Duntley; Haymes, and W. J. Bellaford, safety director for the Motor Truck Assn. of Southern California.

## Text

(Continued from Page 1)

tives of the manufacturers and the dealers.

**"On previous occasions when questions of major import to the dealers have arisen, manufacturers' managements have expressed and demonstrated a willingness to explore situations carefully and fully with dealer representatives. Therefore, members of this convention have reason to hope and believe that in the present situation the management again will extend the courtesy of similar conferences to dealer groups.**

"Therefore, be it resolved by this convention of NADA members that the Executive committee be instructed to designate proper representatives to request an immediate conference with the various factory managements concerned, to the end that the entire current situation may be canvassed thoroughly and discussions looking to any necessary remedial steps entered into."

The discount to employes is now in operation at Nash, Studebaker and Kaiser-Frazer, and for supervisory workers in General Motors plants. It is feared these will be extended by union pressure.

The greater absorption of advertising costs and the billing of factory-installed accessories at the same discount as new cars refers to two recent actions by Ford.

On Thursday, C. E. Wilson, president of General Motors, issued the following statement:

"General Motors has developed a plan that permits supervisory and other salaried employes, who are classified as exempt under the Fair Labor Standards Act, to purchase new automobiles at a discount of 10 percent. The number of cars that can be purchased by this group is limited to one percent of the total production.

"Any cars delivered by a dealer under this plan will be supplied to him in addition to his current allotment. The details of administration and arrangements for deliveries are being developed by the general managers of the divisions and the dealers."

## Advertising Notes

### *Tucker Agency*

Preston Tucker, president of Tucker Corp., Chicago, announces the appointment of Roy S. Durstine, Inc., as the advertising agency for the new Tucker automobile, pilot models of which are now being completed in the great B-29 plant in Chicago. Production is expected to start in the fall. Ellis Travers, vice-president of the agency and manager of its Chicago office, is in charge of the account.

### *Names*

H. T. Ewald, president of Campbell-Ewald Co., has announced the resignation of **R. H. Crooker**, since 1934 vice - president of that Detroit advertising agency. Crooker leaves the organization to establish his own business, a Chevrolet dealership in Long Beach, Calif. For many years one of the best known figures in the highly competitive field of automotive advertising, Crooker left Detroit in 1944 to head up the Campbell-Ewald West Coast operations, with headquarters in Los Angeles. He will be succeeded as vice-president in charge of West Coast operations by **R. C. Francis**, who has been with Campbell-Ewald more than 20 years, a major portion of which time he has spent in Los Angeles.

R. H. Crooker

### *Picks Agency*

Leader of the field in the manufacture of brake and dead axle assemblies for trailers, the Standard Forge & Axle Co., Inc., of Montgomery, Ala., has appointed the M. R. Kopmeyer Co., Inc., of Louisville, Ky., as its advertising agency. Fred E. Gerberding is the account executive.

## Willys Board Sets Dividend, Reelects Chiefs

MIAMI—The board of directors of Willys-Overland Motors ended a three-day meeting last week in Miami Beach by reelecting all officers and declaring a dividend of $1.12½ per share on preferred stocks.

The dividend, for the period from January through March, is payable April 1 to stockholders of record as of March 21.

Officers reelected are: James D. Mooney, chairman of the board and president; George Palmer, treasurer; Ward M. Canaday, chairman of finance committee; Charles E. Sorenson, vice-chairman of the board; W. E. Paris, vice-president in charge of operations; Arthur J. Wieland, vice-president in charge of distribution, and vice-presidents George W. Ritter and D. G. Roos.

Also elected were Milton McCreery, secretary; A. E. Barton and L. O. Long, assistant treasurers, and A. L. Floering and James F. Holden, assistant secretaries.

THE NEW OFFICERS of the Truck-Trailer Mfrs. Assn. The photo was taken at the sixth annual meeting in Memphis, Tenn., last month. Left to right, back row: Bert P. Bates, Highway Trailer Co., Edgerton, Wis.; C. A. Persinger, Wilson Trailer Co., Sioux City, Ia.; Harrison Rogers, Rogers Bros. Corp., Albion, Pa.; F. A. Schotters, Trailmobile Co., Cincinnati; R. C. Tway jr., Kentucky Mfg. Co., Louisville; E. J. Lucas, Kingham Trailer Co., Louisville. Front row: W. E. Grace, Hobbs Mfg. Co., Fort Worth, Tex.; N. A. Carter jr., Carter, Inc., Memphis; J. L. Gilck, Truck Engineering Corp., Cleveland; J. C. Bennett, Utility Truck Mfg. Corp., Los Angeles, and John B. Huiso, secretary-manager of the association, Washington.

MORE THAN 17,400 employes, their families and friends recently attended the 40th anniversary celebrations and "open house" at International Harvester's truck plants at Fort Wayne and Indianapolis and Springfield, O. The young fry perching on this 1947 KB model giving the photographer wistful looks are Keith and Bobby Michell, sons of James Michell, Fort Wayne training instructor, and Miss Carol Schaffner, daughter of Edward Schaffner of the material control section.

Packard Reopening Seen . . .

# Production Hits 90,482 Despite Spring Tieup

(Continued from Page 1)

main Pontiac plant remained on a four-day schedule due to material shortages.

All **Chrysler Corp.** plants operated on a full schedule last week, with the exception of the Chrysler division, to turn out an estimated 13,660 cars in the U. S. A walkout of 14 arc welders idled the Chrysler division last Tuesday, but work was resumed the following day.

In the previous week, the weather held total Chrysler car output to 11,821 in the U. S.

**Continuing to operate at a postwar peak, Ford Motor Co. last week turned out an estimated 14,787 cars. The previous week's total was 14,670, when the Lincoln plant was idled for one day by the industrial gas shortage.**

**Hudson** car output last week is estimated at 2,639. The previous week's actual total was 2,402.

Overtime schedules at **Nash** produced an estimated 2,494 cars compared with 2,311 the week before.

Closed last week, **Packard** built an actual total of 880 cars in the previous week. With settlement of the L. A. Young strike imminent, Packard will likely resume output this week.

**Studebaker** last week turned out an estimated 2,406 cars and 1,358 trucks after turning out 2,561 and 1,360 the week before.

Back on normal schedule, **Willys-Overland** last week assembled an estimated 1,704 jeeps and 713 station wagons, compared with the respective totals of 1,242 and 449 in the previous week.

The GM strike continued and the steel tieup closed Ford in the comparable 1946 week, when U. S. plants turned out only 17,942 cars and trucks.

## *Caterpillar Cuts Export Of Tractors 70 Percent*

**CHICAGO.—Allotments of its track-type tractors for export trade have been cut 70 percent because of industrywide protests, it was announced here last week by the Caterpillar Tractor Co.**

**The disclosure came on the eve of a meeting of the Farm Equipment Institute's foreign trade committee, held to consider export allotments and the administration's reciprocal trade agreements.**

## *Obituaries*

**William La Hodny**

BUFFALO, N. Y.—The inventor of the rear-view mirror for automobiles, William La Hodny, 76, president of the Standard Mirror Co. of Buffalo, died Feb. 14 in a local hospital. Mr. La Hodny at first sold the mirrors on consignment to auto dealers until motorists demanded the mirrors as standard equipment. Auto manufacturers at first branded the device as "impractical."

**William C. Boulcott**

OMAHA.—William C. Boulcott, 58, district manager of Ford Motor Co. here, died Feb. 14. He joined Ford in 1921.

**N. C. Holman**

TAYLOR, Tex.—N. C. Holman, who was engaged in the automobile business here for a number of years, died Feb. 12 after a long illness.

**Charles E. Hurst**

INDIANAPOLIS.—Charles E. Hurst, 55, service head of the Cuburn Chevrolet Co. here for 12 years, died at his home.

**Minor S. Wintrow**

INDIANAPOLIS. — Minor S. Wintrow, 65, retired former wholesale manager of the Hoosier Cadillac Co., Inc., here, died in a local hospital.

**Albert R. Elkes**

TAMPA, Fla.—Albert R. Elkes, 68, vice-president of the Simplex Motor Corp. and the Elkes Pontiac Co. here for a number of years, died Feb. 14 in a local hospital.

**Rufus N. Hemenway**

NEW BRITAIN, Conn.—Rufus N. Hemenway, 74, retired vice-president of the Fafnir Bearing Co. here, died Feb. 9 while vacationing at Daytona Beach, Fla. He joined Fafnir in 1919. Advancing to a vice-presidency in 1926, he later took charge of the sales program for the division which furnishes anti-friction bearing journal boxes for some of the country's leading railroads.

**Charles B. Sloan**

JACKSONVILLE, Fla. — Charles B. Sloan, 74, retired owner of the Jacksonville Motor Car Co. here until his retirement, died here Feb. 8.

**M. P. Aselton Sr.**

SHREWSBURY, Mass.—Melvin P. Aselton sr., 69, president of the Aselton Motor Car Co. in Worcester for 35 years prior to his retirement three years ago, died Feb. 9.

# Car, Truck Output Estimates By Automotive News

## *PASSENGER CARS*

(U. S. PRODUCTION ONLY)

| | Week Ended Feb. 22, 1947 | Same Week 1946 | Week Ended Feb. 15, 1947* | Total to Date Feb., 1947* | Total Jan. 1 to Feb. 23, 1946* | Total Jan. 1 to Feb. 22, 1947* |
|---|---|---|---|---|---|---|
| GENERAL MOTORS | 25,336 | .... | 22,777 | 73,193 | .... | 166,261 |
| Buick | 5,307 | .... | 5,168 | 15,261 | .... | 31,858 |
| Cadillac | 1,127 | .... | 798 | 3,074 | .... | 7,637 |
| Chevrolet | 10,362 | .... | 8,701 | 30,791 | .... | 71,945 |
| Oldsmobile | 4,584 | .... | 4,283 | 12,331 | .... | 28,928 |
| Pontiac | 3,956 | .... | 3,827 | 11,736 | .... | 25,893 |
| CHRYSLER | 13,660 | 7,138 | 11,821 | 39,390 | 38,226 | 95,754 |
| De Soto | 1,227 | 1,214 | 864 | 3,524 | 5,562 | 9,545 |
| Dodge | 3,407 | 2,316 | 3,053 | 9,543 | 11,270 | 25,065 |
| Plymouth | 7,402 | 2,401 | 6,328 | 21,334 | 15,547 | 48,413 |
| Chrysler | 1,624 | 1,207 | 1,576 | 4,989 | 5,857 | 12,731 |
| FORD | 14,737 | .... | 14,670 | 44,080 | 40,041 | 107,658 |
| Ford | 11,621 | .... | 11,649 | 34,826 | 35,027 | 84,899 |
| Lincoln | 613 | .... | 495 | 1,721 | 817 | 4,301 |
| Mercury | 2,503 | .... | 2,526 | 7,533 | 4,197 | 18,458 |
| CROSLEY | 473 | .... | 401 | 1,303 | .... | 2,866 |
| HUDSON | 2,630 | 1,421 | 2,402 | 7,667 | 7,672 | 17,981 |
| KAISER | 972 | .... | 951 | 2,735 | .... | 7,479 |
| FRAZER | 486 | .... | 473 | 1,356 | .... | 3,753 |
| NASH | 2,494 | 1,704 | 2,311 | 6,265 | 6,855 | 14,856 |
| PACKARD | Closed | .... | 880 | 2,045 | 1,479 | 5,136 |
| STUDEBAKER | 2,406 | 1,527 | 2,561 | 6,934 | 7,800 | 17,255 |
| WILLYS† | 713 | .... | 449 | 1,553 | .... | 4,088 |
| Total Cars, U. S. | 63,916 | 11,790 | 59,696 | 186,521 | 102,073 | 443,087 |

†Station wagons. *Revised.

* * * * * *

## *COMMERCIAL CARS*

(U. S. PRODUCTION ONLY)

| | Week Ended Feb. 22, 1947 | Same Week 1946 | Week Ended Feb. 15, 1947* | Total to Date Feb., 1947* | Jan. 1 to Feb. 23, 1946* | Total Jan. 1 to Feb. 22, 1947* |
|---|---|---|---|---|---|---|
| CHEVROLET | 7,337 | .... | 5,903 | 22,235 | .... | 45,056 |
| FORD | 6,147 | .... | 6,170 | 18,517 | 25,827 | 44,866 |
| DODGE | 3,108 | 1,344 | 3,037 | 9,178 | 13,296 | 23,013 |
| INTERNATIONAL | 2,973 | 1,207 | 3,185 | 7,744 | 14,655 | 18,635 |
| WILLYS | 1,704 | 1,473 | 1,242 | 4,297 | 8,575 | 12,156 |
| STUDEBAKER | 1,358 | 844 | 1,360 | 3,768 | 3,560 | 9,493 |
| GMC | 1,703 | .... | 1,776 | 5,213 | .... | 9,977 |
| REO | 447 | 206 | 398 | 1,262 | 1,583 | 3,242 |
| WHITE | 387 | 198 | 395 | 1,133 | 1,702 | 2,653 |
| MACK | 427 | 224 | 482 | 1,303 | 1,764 | 2,936 |
| DIAMOND T | 341 | 226 | 335 | 842 | 1,431 | 2,163 |
| FEDERAL | 224 | 126 | 233 | 691 | 847 | 1,221 |
| HUDSON | 113 | .... | 138 | 378 | .... | 1,029 |
| MISCELLANEOUS | 297 | 304 | 239 | 824 | 2,870 | 2,057 |
| Total Trucks, U. S. | 26,566 | 6,152 | 24,893 | 77,385 | 76,120 | 178,497 |
| Total Cars, Trucks, U. S. | 90,482 | 17,942 | 84,589 | 263,906 | 178,193 | 621,584 |
| Total Cars, Trucks, Canada | 4,822 | 1,226 | 4,463 | 14,004 | 13,359 | 33,049 |
| Grand Total, Cars and Trucks, U. S. and Canada | 95,304 | 19,168 | 89,052 | 277,910 | 191,552 | 654,633 |

Note: Combined U. S. and Canada car and truck output in the comparable week of 1941 was 121,642 units.

*Revised. Miscellaneous includes Autocar, Divco, Marmon H., Brockway, Four-Wheel Drive, Sterling, etc.

# WAA Expedites Surplus Disposal To Veterans

WASHINGTON.—Sales of surplus war property to veterans will be simplified March 1 when WAA introduces a national network of regional set-aside lists and makes Army or Navy discharge papers the only instrument necessary for veterans to purchase items especially set aside for their personal use.

WAA announced that the new regional set-aside lists will supplement national set-aside lists currently used to channel short-supply war surpluses to veterans exclusively and emphasized that regional lists will not contain the same items catalogued on the national lists.

WAA Administrator Robert M Littlejohn has instructed all WAA zone directors to effect this policy in a directive which pointed out his desire to close out current set-aside lists by Feb. 28.

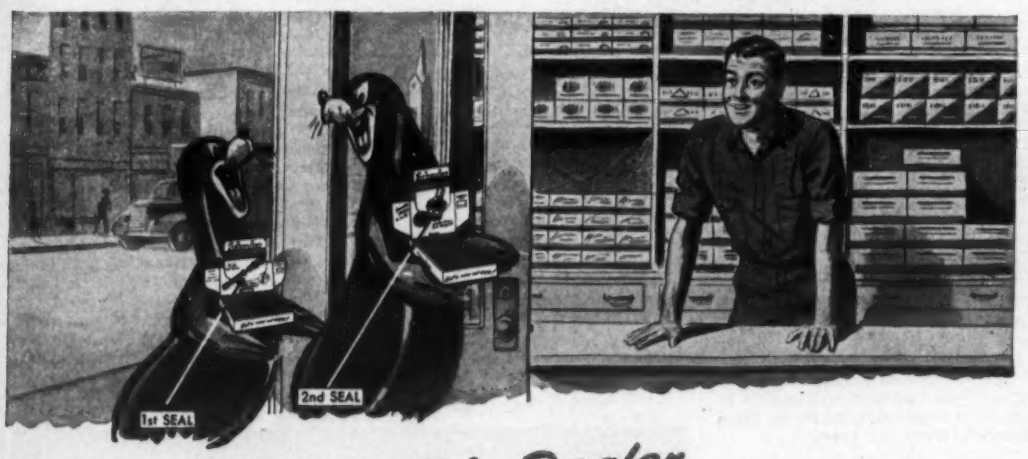
"We want you to know that Automotive News is the most read and quoted paper in our establishment."—George Soule, Butler Nash Co., Butler, Pa.


merchant chiefs

More than half of America's 800,000 Elks own their *own* business. A good sign, indeed, that these men are just the customers you're looking for if you sell a quality product.

THE Elks MAGAZINE






"Let's Show This Dealer How to Get More Business"

● When business needs a little boost, that's when the Schrader "Seals" (the Schrader Valve Core and Cap) can help you over the hurdle. By placing the attractive, new Schrader Display Packages of Cores and Caps and a complete line of Schrader Gauges in a prominent spot, they'll catch the customer's eye and stimulate sales, increase your turnover. They're good-will builders, too, because these famous Schrader Products "make tires last longer."

For "more business," tie in with the Schrader advertising currently appearing in national consumer magazines . . . order Schrader Cores and Caps from your regular supplier today—and *display them prominently.*

Schrader PRODUCTS CONTROL THE AIR

SCHRADER CAPS AND CORES Make Tires Last Longer!

A. SCHRADER'S SON, Division of Scovill Manufacturing Company, Incorporated, BROOKLYN 17, N. Y.


# *WAA Explains Problem Created By Disposal Job*

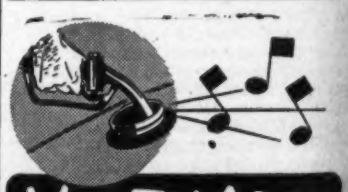
CHICAGO.—A great deal of confusion and misunderstanding exists regarding the functions of the War Assets Administration, according to Col. Stanley G. Backman, WAA local administrator, who last week issued a statement to clarify the situation.

"One point that is too often overlooked is that WAA is not a purchasing agency," Col. Backman said. "It is simply a disposal agency. Unlike the usual big merchandiser who buys what he is fairly certain his customers want, at a time they want it, in quantities and of a quality to his specifications, WAA takes what is dumped in its lap regardless of quantity, quality, timeliness or desirability.

"Much of the material is of a specialized nature, produced for war with little regard to cost, but now much of this material has little peacetime, commercial value.

"Also, much of the material is used, rusted, weather-beaten, and damaged when it is declared to WAA by the Army or Navy, and the dollar recovery in such instances is bound to be low. However, some place there is a market for most of these surpluses, if it can be located."

Col. Backman disclosed that a new high of $117,772,000 was set by Zone 3 last month in sales of surplus consumer and producer goods. Other property sales added $95 million to the total, he said. A breakdown showed that automobile parts sales amounted to $38,143,000 and those of aircraft and components to $26,736,000.

VENTALARM

Stops Guesswork!

You know when the gas tank's full, because the VENTALARM stops whistling! Prevents blowbacks, overfilling . . . makes pumping faster, easier. Everyone's talking about VENTALARM!

SCULLY SIGNAL CO.
Cambridge 41, Mass.

Jeep Station Wagon Bodies

Retail Price FOB Cleveland, O., $195

LIBERAL DEALER DISCOUNTS

STATION WAGONS INC.
6610 Euclid Ave. Cleveland 3, O.

ADJUSTABLE PARTS BINS!
WRITE FOR DESCRIPTIVE FOLDER
SPERBER MFG. CO.
1815 Trombly Ave.
DETROIT 11, MICH.

New Chrysler Deadline Near . . .

# AFL, CIO Plan Talks On Merger Proposal

(Continued from Page 3)

**pected to reach the floor of either house with a favorable committee report. A fierce floor debate on efforts to install these curbs in the bills reported out is forecast, however.**

3 A severe broadside against the Supreme Court by Justice Robert H. Jackson, who denounced his colleagues for construing the Wages and Hours Act so as to "put industry and labor into a straitjacket of our own design." Jackson specifically mentioned the court's three decisions upholding portal-to-portal pay, which he said disregard the customs and contracts of industry.

4 A survey of industry showing that if only half of the five-billion-dollar portal pay claims demanded by labor were allowed, financial crises would confront almost all U. S. manufacturers.

5 Another batch of Supreme Court decisions without action on either the government's contempt-of-court suit against John L. Lewis or Packard's challenge of the right of foremen to unionize. The high tribunal has adjourned until March 3, or 28 days before Lewis' self-imposed deadline for another soft-coal strike.

The CIO appointees to the committee which will discuss merger with the AFL are Murray himself, who is also president of the United Steelworkers of America; Walter Reuther, head of the UAW; Albert J. Fitzgerald, of the United Electrical Workers; Emil Rieve, of the textile workers, and Jacob Potofsky, of the Amalgamated Clothing Workers.

President William Green will head the AFL committee. The other AFL members are John L. Lewis, president of the United Mine Workers; Daniel J. Tobin, of the Teamsters Brotherhood; William Hutcheson, of the Carpenters Union, and George Meany, AFL secretary-treasurer.

**Lewis, the 67-year-old czar of the nation's miners, is the leading AFL advocate of a labor merger. Those who have followed Lewis' career as a union leader believe that his prime ambition is to head up a consolidated labor union embracing all of U. S. industry.**

Murray cited one major CIO objection to any merger setup in announcing the appointment of his union's discussion committee. Pointing out that the AFL unions are following the structural pattern of the old craft guilds, he declared that the CIO's mass industrial unions would not be willing to fit themselves into a guild arrangement.

The violent strife between the CIO rightwing and leftwing camps will also figure prominently in the success of any merger plan. Should a merger proposal move as far as the ratification stage, the split in such a factional union as the auto workers may reach warlike proportions.

Reuther and his followers are reported to be behind-the-scenes promoters of an AFL merger. The leftist Addes - Thomas - Leonard group, on the other hand, will doubtless oppose a merger. Thus, the stage may be set for a possible bolt of some UAW locals if the pro-merger forces win the showdown vote.

**Such a vote might be taken in September at the UAW's convention in Grand Rapids. Or the issue might be injected into the race between Reuther and Thomas for the union's presidency.**

* * *

## *U. S. Judge Rules Concern Can Sue Its Union*

TRENTON, N. J.—A court decision which may have far-reaching implications on the American labor scene was handed down here last week when Federal Judge Philip Forman refused to dismiss a $175,000 damage suit filed by Thermoid Co. against officials of the United Rubber Workers of America-CIO and representatives and employes of the local union.

Judge Forman's opinion upholds the right of an employer to sue a union. It is believed that this is the first case of its kind, involving the Smith-Connally Act (War Labor Disputes Act) which has gone this far. The ruling clears the way for the company's case against the union to proceed to the court for a decision.

Damages of $175,000 are sought by Thermoid on the ground that the company suffered to that extent because of a work stoppage at the plant for more than a month in the fall of 1945. The complaint charges the defendants with wilfully disregarding their duties under the War Labor Disputes Act by failing to give the NLRB the 30-day notice required by the act.

The case will probably be heard in Federal District court here.

## *Ford Security Pact Cuts Strike Loss 89 Pct.*

**DEARBORN.—The time lost in strikes at Ford plants last year was only 11 percent of what it was in 1945, it was reported last week by John S. Bugas, vice-president in charge of industrial relations.**

**Attributing the decrease to the new company-security clause in the Ford-UAW contract, Bugas said that work stoppages fell from 131 to 23 and manhours lost from 767,000 to 81,253. The national total of mandays lost in strikes nearly tripled in the same period, he added.**

**MANUFACTURERS AND DISTRIBUTORS of special equipment for Chevrolet trucks, in cooperation with the Detroit zone of Chevrolet, will hold a special equipment show Feb. 25-27 in Convention Hall. Equipment on display will include many types of standard Chevrolet trucks and bodies, as well as a wide variety of bodies and equipment for special use. Truck operators are invited to visit the show, where they will find an unusually complete array of trucks with special bodies, axles, trailers and equipment for every hauling need. Specialists in truck transportation will be on hand to explain and demonstrate equipment and to assist operators with special hauling problems. Shown (left to right) mapping floor plans for the show are M. D. Madora, commercial and truck manager, Detroit zone; Ralph Redwine, Knorr-Maynard Inc.; W. G. Retslaff, Acme Trailer Co., and Frank L. Jursik, Anthony Co.**

## Iron

(Continued from Page 1)

ent realistic housing completion schedules. We are fully aware of other conditions limiting pig iron supply, and it is because of these that we maintain it is absolutely necessary to avoid tying up valuable tonnage where it will not be put to immediate use.

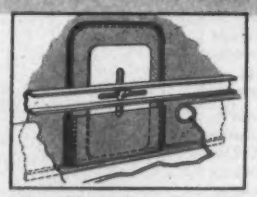
"We remain of the opinion that government allocation and priority controls of this type should be terminated immediately. A free market will most quickly accomplish an equitable and productive distribution of available materials, and the government should make this possible without delay.

"Failing to do so, it should face the fact that it is carrying the responsibility for curtailing employment and output of needed goods."


ON THE FARM . . . . . IN THE CITY . . . . .

Photographed at E. M. Morris Farms, Buchanan, Michigan.

CARAVAN TOP ON OR OFF IN A JIFFY!



Adjustable tie-down plates give tailored fit, hold cover tight.

Two husky slide fasteners open either side of rear curtain.

Down on the farm, or for delivery in the city, truck owners now enjoy Caravan Top's quick convertibility from open pickup to "panel" truck protection. Not to be confused with the old "frame and tarp" contraptions, Caravan Top is an *engineered* product, sturdily built to withstand hardest use and severest weather conditions. Strong aluminum frame is lightweight and rattle-free; streamlined to reduce wind resistance. Tailor-fitted duck cover hugs frame to eliminate flapping and pounding. Available for all popular ½, ¾, and 1 ton standard pickups. Order from your supplier now.

C. K. TURK CORPORATION SOUTH BEND, IND.

## Titeflex Adds Radio Shielding

NEWARK, N. J.—Following reorganization of personnel and production methods, Titeflex, Inc., manufacturers of pressure tight all-metal hose, last week announced that, in addition to the manufacture of hose and tubing, it will specialize in radio shielding, said to eliminate radiation of interference from aircraft or automotive ignition systems.

Manufacture of solid and flexible Radar connections under the trade name "Waveflex" and production of a new type of coaxial cable was also outlined in the announcement.

### *Hancock Incorporates*

Hancock Buick Co., of Columbia, S. C., has been incorporated with capital stock of $90,000. W. E. Hancock sr. is president.


**Resolute Offers Low Cost Auto Finance Insurance Plan**

Resolute's intensive specialization offers maximum commissions and protection for independent finance companies and dealers financing their own time-sales.

Resolute policies, certificates and other forms are specifically designed for automobile finance insurance.

RESOLUTE FIRE INSURANCE CO.
A New England Stock Company Organized in 1926
350 MAIN STREET HARTFORD 4, CONN.



**SOUTHEAST FABRICS COMPANY**
JOBBERS AND CONVERTERS
*Artificial Leather, Plastic Fabrics and Cotton Textiles*
AUTOMOTIVE FABRICS FOR SEAT COVER MANUFACTURERS
Woven Fibre Sport Topping — Artificial Leather Colored Sailcloth
AVAILABLE FOR IMMEDIATE DELIVERY
Samples Mailed on Request
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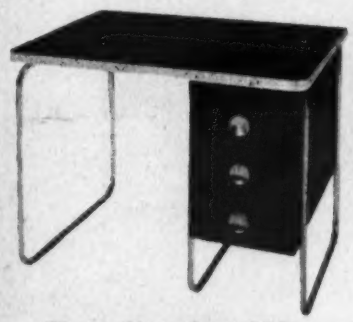
40 WORTH STREET CAnal 6-5368 NEW YORK 13, N. Y.




**CHROME SHOWROOM FURNITURE**
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No. 700 Desk—Price $57.50 Write for Catalog
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See Your Nearest SUPERCARGO Distributor
Or Write
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BUTLER, PENNSYLVANIA


Used Car Dealer News . . .

# *Unreasonable Tax Load Held Threat by Caldwell*

DALLAS, Tex.—Used-car dealers throughout the nation are bearing the brunt of a pyramiding number of licensing and tax measures, ranging all the way from city to national levels, that threaten the very existence of the business, J. B. Caldwell, manager of the National Used Car Dealers Assn., told 175 members of the Dallas and Fort Worth associations here last week.

**He called on the Dallas association, as the third largest city group, as well as all used car dealers, to fully acquaint themselves with the seriousness of the "threat to your very existence" and to take such organized action as they saw fit to combat a number of present and proposed statutes and regulations.**

"You are on the edge of being taxed out," Caldwell warned, and he cited many regulations of local licensing character. He said industry needed a uniform title law and indicated that by fall the used-car business might have its own guidebook of values.

Caldwell opposed Regulation W financing provisions basically on the ground that licensing was again involved, adding that measures would be proposed in Congress to abolish it. He also said that responsible leadership in Congress was heading a move to abolish OPA entirely by Apr. 1.

Other speakers were Charles Hilliard, Fort Worth, president of the national association; Mike Tipps, of Dallas, president of the Texas association, and D. M. Williams, vice-president of the Dallas group.

* * *

### *Detroit*

Members of the Michigan Used Car Dealers Assn. voted last week to sponsor regular auctions in Detroit. President Warren A. McClure will appoint a five-man committee to make arrangements.

The association also agreed to publish statements of its code of ethics in the want ad sections of Detroit newspapers. The ads will urge readers to deal with MUCDA members only.

McClure reported that he had obtained assurances from Michigan's senators and representatives that they would support legislation to abolish Regulation W. McClure attended a dinner for the state's congressmen given Feb. 13 in Washington.

* * *

### *Norfolk, Va.*

The Tidewater Used Car Dealers Assn. with headquarters at Norfolk reports that 94 percent of the licensed used car dealers in the area are members of the local association and 60 percent members of the national group.

* * *

### *Washington*

**Target of NUCDA for 1947 is 40 states with 100 members each.**

* * *

William I. Shuman, assistant manager of NUCDA, points out that used-car dealers can make the NUCDA emblem a sign of fair dealing by living up to the code of ethics issued by the association.

In this respect, S. B. Kempton, assistant manager of the Better Business Bureau of Detroit, points out that the finance pack is the biggest sore spot with the public.

Erasure of that black mark will do much to lift the reputation of dealers for fair dealing.

## *Wis. Checks '46 Resales with Licensing Law*

MADISON, Wis.—A lot of persons who contrived to purchase several new 1946 model cars which they resold at a substantial profit due to the general shortage of new models are likely to be required to give an account of their transactions, it was announced last week by Commissioner H. L. Marcus of the state motor vehicle department.

Records of automobile registrations for the past year or more are being checked. Officers of the state traffic patrol have already made a number of investigations.

Wherever violations of the state automobile dealer license law are found to have occurred, court action will result.

A case prosecuted in the Waukesha municipal court last week brought two fines totaling $500.

Licensed dealers throughout the state are cooperating with the department in a determined effort to stamp out the black market in new cars, and to curb the unlawful operations of persons violating Wisconsin automobile dealer and salesmen's license requirements.

"We want you to know that Automotive News is the most read and quoted paper in our establishment."—George Soule, Butler Nash Co., Butler, Pa.

## *Mechanics Jam Alinement School At Bear Factory*

ROCK ISLAND, Ill. — If the heavy enrollment in the Bear Manufacturing Co. factory school here is an indication, there is a definite trend toward complete alinement service in dealerships and independent repair shops throughout the country.

A total of 867 mechanics attended the Bear automotive wheel alinement, frame straightening and wheel balancing school during 1946.

Forty-seven states, the District of Columbia, one territory and five foreign countries were represented among the student body. Pennsylvania sent 75 students, while New York ran a close second with 74.

Canada sent 10 mechanics to the school while one each came from India, Puerto Rico, Guatemala and Mexico. Two students were from Hawaii.

According to Will Dammann, president of Bear Mfg., the enrollment would have been twice as large had facilities been sufficient to handle that many mechanics.

with reliable
**Heil Hydraulic Dump Units**

Lifting 24 tons to a 50° dumping angle in 10 to 15 seconds is real performance — and that's just what you get from Heil Hydraulic Dump Units. This means faster dumping, more trips, lower costs. But there are other savings — savings that result from unusual reliability.

You see, the hoist cylinders of Heil Dump Units are made of special steel. Machined to extremely close limits, they are then honed under an oil bath to give them a mirror-like finish. The tolerance between the piston and the cylinder is so small, and the surfaces so smooth, that you never need to replace a piston due to wear. Moreover, every cylinder must pass an extremely rigid test before it leaves the shop.

This is why Heil Hydraulic Dump Units are practically trouble-free — why they keep on giving you the fast, powerful dumping action that saves money month after month after month. See your nearest Heil distributor for other important details.

THE HEIL CO.
GENERAL OFFICES • MILWAUKEE 1, WISCONSIN

# Watchdog of Vast Transport Network

## *AMA Guards Automobile Industry on Million Miles Of Roads, Rails and Ocean Lanes*

By Bob Finlay
Managing Editor

AUTOS are transportation born in movement.

The inventories are in the pipelines, moving from mines, forests and farms all over the world on land, sea and in the air—with seldom more than two or three days' supply at the destination.

It's a sturdy, powerful network in the sense of its accomplishments, but at the same time intricate and sensitive to disturbances everywhere.

**No. 4 of a Series on AMA**

The wonder is that it worked at all in the industrial explosion that followed the war. That it did is a tribute to the sweat and ingenuity of the traffic managers of the auto companies who worked in a constant state of emergency.

They stopped railroad cars in transit, took off items that were critically needed to keep the assembly lines going, and shipped them by faster means. They used planes and fast trucks in unheard of ways to keep feeding the thousands of necessary parts into the last mile — final assembly.

Kenneth Moore

Those were the feats of the individual traffic managers.

**Our story here deals largely with their collective work through the Traffic Department of the Automobile Manufacturers Assn., headed by Kenneth A. Moore, and the allied Ocean Rate committee, with Frank J. Mahoney as secretary.**

AMA's job is that of industry-wide troubleshooter along a million miles of rails, roads and ocean lanes that carry billions of dollars worth of unfinished materials into the assembly plants and then carry away the finished product.

### To Fight Racket

Fittingly, Moore was called into AMA to break a bottleneck. It was just after the first World War and there was a shortage of freight cars as there is now. But then assembly was concentrated in Michigan to a greater degree.

**A racket developed among petty railroad officials, reaching such proportions that it was almost impossible to ship completed cars out of Detroit. To meet the emergency, dealers would come to Detroit, hire a crew of drivers and drive to Chicago or St. Louis, where for a bribe of $5 or $10 a car they would be able to get boxcars to ship the autos to more distant points.**

To smash this racket, the auto makers decided the industry needed a railroad man who knew the inside of the rail operation. So Moore, who had been with the New York Central for 15 years, was given the job by AMA in 1920. He has been the industry watchdog ever since.

* * *

TODAY the traffic department has much the same task, although more complicated and intricate. Its job is in essence to see that the auto industry gets a square deal in the inbound movement of materials and the outbound movement of the finished autos. In addition, it works constantly for more efficient use of the tools of transportation.

To understand the complicated job Moore has, it is necessary to take a look at only one freight tariff—and there are hundreds of them in Moore's office. They are the half-foot thick books in which are listed rail rates in fine print, and with each volume comes a similar sized book of exceptions.

It's a wonder that anything can move any place by public carrier.

**In addition to the problem of rail movement in general, including classifications, ICC regulations and acts of Congress, there are the problems of truck shipping which includes similar complications as well as peculiar ones of its own, including state highway barriers on weight, length and height of vehicles.**

The auto makers naturally make extensive use of their own product in making new cars and trucks. Trucks are used whenever they are efficient for the job involved. The yardstick is cost per ton mile.

### Uses 32,000 Cars

Planes, too, are used but Moore believes their role will be largely confined to emergency use in speeding comparatively light parts to the assembly lines.

**One of the accomplishments of AMA's traffic committee working with Evans engineers is the Evans auto loader. In helping Evans develop that, AMA called in a subcommittee of factory mechanical engineers and a railroad man who cut out templates to the size of the cars of all the makers and ultimately worked out an arrangement to use the complete capacity of railroad cars.**

The auto industry uses some 32,000 railroad cars in addition to 5,000 highway units and is shooting at a figure of some 40,000 rail cars. This will take some time as Moore believes that the rail car shortage will last into 1948.

In its cooperative effort, the auto men often get a picture of shortages before they develop to serious proportions. This happened in the case of rail cars. For more than a year now, AMA has been prodding the railroads to get orders in for more cars.

* * *

ANOTHER task of the traffic department is to present the industry view to the Interstate Commerce Commission, and Moore is a member of the ICC bar. AMA examines all carrier proposals for changes as well as the proposals of other shippers such as parts makers and machinery people.

AMA's Washington office ties in with this, checking with ICC and other agencies and attending meetings of carriers.

### Drive on Bottleneck

In the early days, the auto makers faced terrific barriers on the highways, Moore recalls. The fight is still going on in many states, but in the early '20s Michigan was ringed with barrier states on auto driveaways. Today West Virginia is the only state that still bars the double-deck auto driveaway. Auto dealers as well as the industry generally are fighting in the present legislative session to remove this bottleneck to the Southeast.

In 1940-41, 60 percent of new-car deliveries were made by highway transport, 35 percent by rail and 5-10 percent by water. These figures are in contrast to 1925-28 figures when 75 percent went by rail, 20-25 by highway and 2 or 3 by water. Figures for the present period are not available.

* * *

TURNING to the problem of the seas, AMA's Ocean Rate committee has been functioning for 20 years and has built up a backlog of knowledge to guard the industry in this tremendously complicated field of shipping.

The committee discusses freight rates and related activities with some 50 steamship conference organizations, comprising over 100 water carriers to worldwide markets.

Ocean rates and freighting agreements with water carriers are negotiated on behalf of the AMA membership by the committee, with Mahoney as the AMA "career man" in this cooperative endeavor.

**Mahoney's office at 39 Broadway, in New York's steamship row, follows export rate hearings, the filing of proposed rate changes with the Maritime Commission or other regulatory agencies in foreign commerce, checks competitive costs from foreign sources, reports on ship services, routings and maritime transportation matters.**

Mahoney was with the War Shipping Administration for four years before joining AMA in 1945. For 15 years prior to the war he was with the American Hawaiian Steamship Co. in New York, where he handled traffic and operations.

So on sea as well as land, AMA has veterans guarding the industry's vital interest in these amazingly complicated activities where a neophyte would surely sink.

HENRY SPEN & CO., INC., 1995 Pitkin Ave., Brooklyn, N. Y., manufacturers of truck bodies and trailers, announces the addition of the Model "V" Trailer-Van to its line. The Trailer-Van is all metal, fully enclosed with a large rear door and tamper-proof lock. The roomy van body has a carrying capacity of a panel truck. The large model has a capacity of over 96 cubic feet of carrying space. The Trailer-Van is also available in 60 cubic foot body size. Trailers are available for immediate delivery and come fully equipped ready for use.

# U. S. Rubber Buys Textile Plants

NEW YORK. — United States Rubber Co. has purchased the textile plants of Stevens Mfg. Co. and Seaboard Mills, Inc., in Burlington, N. C., to increase the output of new products, according to H. Gordon Smith, general manager of the company's textile division.

"The new facilities will greatly increase our capacity to produce a wide variety of new fabrics being developed, including fire-resistant decorative fabrics and Strex, an all-textile elastic fabric made without rubber," Smith said.


*Make mine* the Marville *Line!*

**Tear Drop Camper**

Here's a dandy combination utility and camper trailer. All-steel. Weighs 185 lbs. Carries 750 lbs. Removable side panels. Smart. Practical. Economical.

**Farm Trailer**

Designed for heavy loads, with front and rear drop tailgate and telescopic tongue as standard equipment. Standard model minus racks and stand.

**Commercial Trailer**

Low bed for easy loading. Carries 750 lbs. All-steel body. Ideal for job or outing. Stair boards standard design. Tarpaulin or canopy extra items.

**Horse Trailer**

All steel frame. Veneer-paneled sides. Large plexiglass window. No draft. Carries 1 or 2 horses. Other models with escape door and tack box.

*Write for FREE Catalog No. 7*

Immediate Delivery — Distributorships Available

TRAILER DIVISION

*Marville Dwyer, Inc.*

1835 No. Eastern Avenue
LOS ANGELES 32, CALIFORNIA

EMBODYING ALL the better features of the brake chamber and brake cylinder, the new Bendix-Westinghouse Rotochamber is unique in its design and construction. Considerably smaller in diameter than a brake chamber of like capacity, it produces the same output force which is constant throughout the entire piston stroke, the company states. Although the Rotochamber has the appearance of a cylinder, its power is derived from a rolling type rubber diaphragm designed to eliminate packing cup leakage and friction problems experienced with the conventional cylinder. The Rotochamber requires no lubrication and, due to its construction, is said to retain the same simple maintenance features of the widely recognized brake chamber.


**A St.Paul "light duty" unit... but look at the way it's BUILT!**

Model 47-7 St. Paul Hoist with 3-4 yd. BR body and ½ cab shield

Whether for handling iron ore, asphalt or ashes all St.Paul dump units are built with an extra measure of emergency strength.

To the operator this extra strength means more productive time with greater profits . . . and to the dealer it means repeat business from more and better satisfied customers.

ST.PAUL HYDRAULIC HOIST DIVISION
GAR-WOOD INDUSTRIES, INC.
2207 UNIVERSITY AVENUE SOUTHEAST • MINNEAPOLIS 14, MINNESOTA

# Improved Parts Service

## *Under New Program, GMC to Establish Warehouses In Key Cities Throughout U. S.*

PONTIAC, Mich.—GMC Truck & Coach division of General Motors has a nationwide program under way to streamline its parts and accessory distribution, M. D. Douglas, general manager of the division, revealed last week.

GMC will establish six master wholesale parts warehouses and 15 zone parts and accessory warehouses in key cities of the United States. The first master warehouse was opened Feb. 17 at Oakland, Calif.

The new program, according to Douglas, will make possible a wider spread of parts stock coverage, larger quantities of stocks in a region, improved stock control, and time savings in transportation and handling of the parts and accessories.

**The warehouses will provide greater availability and will speed distribution of "fast moving" parts to dealers and in turn to customers in each area. In addition, the master warehouses will provide greater availability of the so-called "slow moving" parts for the regions which they serve.**

"In the past," Douglas stated, "orders for parts stocked only at the factory were relayed from dealer or customer to branch to factory, and the parts were shipped back through the same channels. Under the new setup, the dealer or customer will still place the order through the branch in his area, but the order will go to the nearest master warehouse and the parts shipped directly to the dealer or customer."

GMC estimates that the new Oakland warehouse, for example, will increase availability of "fast moving" items by 25 percent and nearly double that of "slow moving" parts. It is said that the combined stocks will contain better than 95 percent of the items ordered by dealers and customers in the Oakland area. The 5 percent not regularly stocked will be ordered through the new warehouse and shipped directly from the factory to the dealer or customer.

Under the new system, stock records will not be maintained by the warehouses, but will be kept by a new department at the factory. Automatic business machines will be used to speed up the posting of records and make it possible to replenish stocks much more quickly.

**The new Oakland wholesale operation, located at 10626 E. 14th St., will occupy an administration building of approximately 12,000 square feet and a warehouse building containing 64,000 square feet of floor space.**

Walter Carvey, associated with the division for 22 years, has been appointed manager of the Oakland warehouse. Under the direction of H. W. Howard, GMC's western regional manager, Carvey will supervise both the parts office and parts warehouse operations.

Outfitted with modern equipment to store and handle a huge supply of parts and accessories, the warehouse building will also be used to stock and condition new trucks prior to their distribution to dealers in the Oakland zone.

istration building. The retail operation in Oakland will continue to be handled as in the past at 2121 Peralta St.

# G-P Will Move Rototiller Line

WILLOW RUN. — Formation of the Frazer Farm Equipment Corp. as a wholly-owned subsidiary of Graham-Paige Motors Corp. was announced last week by Joseph W. Frazer, president of Graham-Paige and Kaiser-Frazer Corp.

Incorporated in Michigan, the new company will take over manufacture of the Rototiller farm machine and the marketing of the complete line of Frazer farm equipment, previously operated as a division of Graham-Paige.

Manufacturing facilities and offices of the new subsidiary will be moved from their present Willow Run location in the near future, Frazer disclosed.

# New IHC Line Shown in Minn.

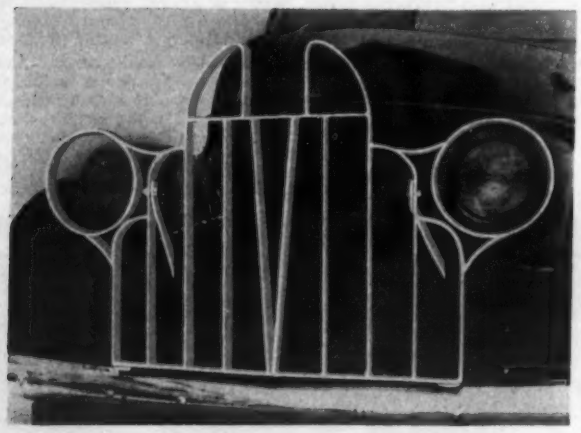
MINNEAPOLIS. — The International truck branch introduced its new line to 290 dealers and associates here recently. Total attendance was 400. Guests were welcomed to Minneapolis by Mayor Hubert H. Humphrey. S. A. Hayes, Minneapolis branch manager, introduced Harvester's assistant truck sales manager, R. M. Buzard, and L. W. Pierson and others from motor truck division.

Exhibit also included Triple Diamond service school setup. A school for dealer and fleet owner mechanics will run three to four weeks beginning today with approximately 450 in attendance representing dealers and fleet owners from Minnesota and northern Wisconsin.

### *Bellmyer Motors*

Bellmyer Motors (Chrysler), Remsen, Ia., has leased a building 50 by 100 feet.


## GUARD FOR STUDEBAKER—LIST PRICE 45.00



## *Dealers!* A Better Grille Guard by Bustin

**Individually designed for Studebaker, Dodge, Diamond T, International, White, Ward LaFrance, GMC and Federal trucks. Sturdy and fast mounting attachments. Special patented flat mounting plates on most designs. Write for details.**

**BUSTIN IRON WORKS, INC. 110 East 130th St. New York 35, N. Y.**

*Special Offer*

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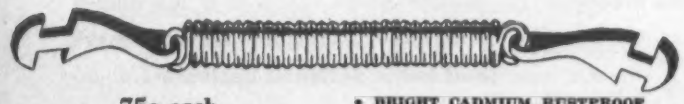

75c each
60c
In Lots of 6 or More
*Immediate Delivery*

- BRIGHT CADMIUM RUSTPROOF FINISH.
- STRONG TENSION SPRING. DOUBLE LOOPS.
- USED BY EVERY AUTOMOBILE DEALER.
- LIMITED SUPPLY, ORDER NOW.

**Shulman Motor Sales, 6114 16th Ave., Brooklyn 4, N. Y.**


# CLASSIFIED WANT ADS

### HELP WANTED

**MALE HELP WANTED**

PARTS MANAGER by Ford Dealer—65 miles outside New York City in New England. Must have thorough knowledge of ordering and merchandising Ford parts. State previous experience, present employment, rate of pay expected for 5½-day week. Your reply will be held in strict confidence.

**Box 1459**
**c/o AUTOMOTIVE NEWS**
**Detroit 26**

WANTED MAY 1—Expert hydramatic mechanic by Oldsmobile, Cadillac, Pontiac distributor. Wells Alaska Motors, Fairbanks, Alaska.

ASSISTANT ADVERTISING MANAGER wanted. The Timken-Detroit Axle Co., Detroit 32, Mich., requires an assistant advertising manager whose principal duty will be editing an external house magazine. Ability to dig for technical facts and then to present them simply and understandably in layman's language is essential. Mechanical engineering education and experience in automotive field are desirable. Address details of qualifications and sample of entirely own writing to personal attention of R. M. Marberry.

SERVICE MANAGER. For Buick, Pontiac agency doing $8,000 labor, in town of 40,000, near Detroit. Salary, bonus. Excellent working conditions. Box 1611, c/o Automotive News, Detroit 26.

FORD PARTS panel operator for tractor-trailer: out of town five days and nights: position pays salary of $50 per week with commissions and traveling expenses; our operator averages $80 to $100 per week: prefer young, energetic veteran. Call Paul Whitney, Parts Manager, Sam Murray, Inc., Ford Dealer, Miami, Florida, phone 9-4761, collect, if interested.

ACCOUNTANT-OFFICE MANAGER. Experienced automobile accounting, budget and analysis. Southern New York Ford dealer fifteen years. 800 car potential. Original wholesale parts distributor and authorized Ford engine rebuilders. Trade area 250,000 population. This is a permanent position with an aggressive, well financed company. State qualifications, experience, age and references. Box 1605, c/o Automotive News, Detroit 26.

AUTO MECHANICS—We need more first class Ford mechanics. A golden opportunity, highest pay with ideal working conditions, paid vacations, free hospitalization insurance, other benefits. Gash-Stull Co., authorized Ford dealer, 9th & Sproul Streets, Chester, Pa.

I NEED AN experienced combination bookkeeper and office manager, male, thoroughly experienced in General Motors system, who wants to move to southern healthful climate in West Palm Beach, Florida. Have best modern automobile setup in town. Applicant should not be over 45 years of age. Will help get living quarters. Good salary and bonus, assured security and future. Box 1600, c/o Automotive News, Detroit 26.

WANTED—Office manager-accountant familiar with Chrysler operations. Must be trustworthy, energetic, sober. Replies held in confidence. Box 1579, c/o Automotive News, Detroit 26.

### POSITION WANTED

MANAGER OR ASSISTANT—Successful experience as retail automobile salesman and in dealership operations. Outstanding record as sales supervisor and operations manager in automobile finance industry. Successful organizer. A-1 personal background and credit. Age 38. Desire change from present responsible position in finance to southern automobile dealership with lifetime future. Write to Box 1603, c/o Automotive News, Detroit 26.

TAXES, AUDITS, bookkeeping systems and service by C.P.A. formerly office manager Reo Motors, N. Y.—Ralph Borod, 1776 Broadway, Circle 6-1370.

SALES MANAGER, with 20 years experience, available March 1. Capable of taking complete charge, training and supervising sales personnel, handling appraisals, reconditioning used cars, familiar with factory-dealer procedure. Satisfactory references. Box 1595, c/o Automotive News, Detroit 26.

### MANUFACTURER'S REPRESENTATIVE

NATIONALLY ADVERTISED AUTO SEAT COVER HOUSE requires agents with following among car dealers—all territories open with exception of Illinois. Iowa, Wisconsin, Minnesota, Nebraska. Write fully your personal qualifications, experience, present connections. Box 1592, c/o Automotive News, Detroit 26.

### DEALERS WANTED

**DEALERS WANTED**
To Sell
**COMET MOTOR SCOOTERS**
Comet Pickup and Delivery Vehicles
IMMEDIATE DELIVERY
Write or Wire
**SHORE MOTORS, INC.**
Distributors for Ohio
22480 Lake Shore Blvd.
EUCLID, OHIO

### DEALERSHIP WANTED

CHEVROLET DEALERSHIP WANTED in good town with 200 to 600-car contract. All inquiries will be confidential. Will assume lease or buy building. Box 1582, c/o Automotive News, Detroit 26.

### DEALERSHIP FOR SALE

PENNSYLVANIA dealership, now handling Hudson line. Large lot and building. Parts, equipment, used cars, and real estate, $80,000. For full particulars, write Box 1596, c/o Automotive News, Detroit 26.

DEALERSHIP and used car lot for sale. Building 50x150 and lot 177x310 on the main street of a middle west town. Reason for selling, must move south. Write Box 1612, c/o Automotive News, Detroit 26.

DEALERSHIP FOR SALE—Located in Southern California, 12 miles from Los Angeles. City of 25,000. Has show room, parts department and first class up-to-date service department, well equipped, plus lubrication department. 7,000 square feet. 350 unit contract of cars. Good four year lease. Price $30,000. Box 1614, c/o Automotive News, Detroit 26.

### BUSINESS FOR SALE

MUST SELL going airport because of other business interests. 10 year lease, GI program. Now in operation, can buy or lease. Write Box 1613, c/o Automotive News, Detroit 26.

### NEW CARS WANTED

CALIFORNIA dealer wants 1946 and 1947 model cars. Telephone or write Buster Kelley for particulars at PR 1225, Kelley Kar Co., 1225 South Figueroa St., Los Angeles, Calif.

WANTED — 1947 Cadillac 62 convertible coupe. Price no object. Write price to Anderson Willys Co., 1114 S. Jefferson, Peoria, Illinois.

### USED CARS WANTED

**WANTED!**
**100 USED CARS**
PHONE - WRITE - WIRE
**DAVIS**
**4721 Chestnut St. Philadelphia 39, Pa.**
**ALlegheny 4-0534**

WANTED—1947 Buick super convertible and 1947 Cadillac 62 sedanet or sedan. Price no object. Anderson Automobile Co., Peoria, Illinois.

SEVEN PASSENGERS, limousines, large fives; cars must be clean. Prices reasonable. McCLINTOCK - CADILLAC, Lansing, Mich.

### USED CARS FOR SALE

1941 LINCOLN CUSTOM, eight passenger limousine, dark blue original paint, five Firestone six-ply white sidewall tires, one owner, 49,000 mileage. Excellent mechanical condition. Deluxe equipment with radio, heater, lighters, hydraulic lifts for all windows, etc. Spotless upholstering. Will sell this fine car at our cost. Saffle Car Co., 901 E. Central, Albuquerque, New Mexico.

**LOOK LOOK LOOK**

**Attention New Car Dealers**
**Attention Used Car Dealers**
**Attention Finance Co.'s**

**We have a large wholesale and retail turnover of new and used cars, and we need about 150.**

**We will buy any amount of new or used cars, pickups or panels.**

**Send list and bottom price you will sell for.**

**Keller Motors**
**2750 West Alameda**
**Denver 9, Colo.**

### USED CARS FOR SALE

**WHOLESALE**
Large Selection of Clean, Late Model Cars
**McDermott Motor Sales**
**6535 Carnegie Henderson 6380-81**
**CLEVELAND**

**AUCTION**
**EVERY SATURDAY AT 12 NOON**
**(Beginning Feb. 22)**
**New and Used Cars**
**Every One Sells Dealers Buy**
**Wayne Burke Phone Pontiac 1696**
**Main 6121**
**Toledo Auction Co.**
**2907 Summit Toledo, Ohio**

**AUCTION AUCTION AUCTION**
**BUY YOUR CARS AT YOUR PRICES**
**A new type wholesale auction of automobiles is now being operated by Ed Hough (formerly with R. S. Evan), in Philadelphia, Pa., 3900 North Broad St. You can buy one or two hundred cars. All makes and all models. Shipping arrangements made on request. Sales held every Tuesday and Friday at 12 noon, all dealers cordially invited.**
**ED HOUGH**
**Automobiles Auctioneers**
**CASH FOR YOUR CAR**
**BONDED BONDED BONDED**

**AUTO AUCTION**
**Every Thursday, 12 Noon**
**Dealers Only**
**Sale Fee $5 Phone R-731**
**Hometown Sales & Service, Inc.**
**J. B. LEATHERS, Manager**
**American Legion Grounds**
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**• THE BIG DEALER •**
**AUCTION**
**EVERY THURSDAY**
**KEN SCHAEFER CO., INC.**
**915 N. Illinois St. Indianapolis, Ind**
**Also Every Monday in New Albany, Ind**

### USED CARS FOR SALE

**100 CARS**
***Wholesale Only***
**DOC GREINER**
**Madison at Seventeenth**
**Adams 6397**
**TOLEDO, OHIO**
**No Letters. Call Doc or Swan.**

**WHOLESALING**
**100 Cars**
**Clean Late Models**
**Sam Greenfield**
**6619 Euclid Ave. Cleveland, O.**

### BUSES FOR SALE

FOR SALE—One 1946 Studebaker school bus. One 1946 Sparton remanufactured coach. One 1940 GMC 60-passenger school bus. One 1937 Ford metropolitan bus. Two 1936 Garwood buses. These buses are in good condition. Adrian City Bus Line, 2980 Treat Road, Adrian, Michigan.

### TRUCKS FOR SALE

NEW WARD LaFRANCE truck tractor, 40,000 lb. capacity, Westinghouse air system, Continental motor, 427 displacement. Substantial discount. Phone or see W. A. Peck, Peck's Auto Sales, Columbus, Miss.

WRECKER FOR SALE. Excellent condition. Holmes Road King wrecker complete with cables, tool box, towing cradle and all the Holmes accessories mounted on 1941 Ford COE 134" chassis, 100 HP motor dual rear axle, $2,000. Charles P. Smith Jr., Inc., Burlington, Vermont.

### TRUCKS FOR SALE

ONE NEW F.W.D. 4x4 model 8U 5 to 6-ton, 144" wheelbase, cab-over-engine, 1400x20 tires, 20-ply, Gar Wood winch, 300-ft. cable ⅝", can work front or rear of chassis. Hausman Motor Company, Louisville 6, Kentucky. Phone Wabash 5187.

HOLMES WRECKER, traffic king and body mounted on 1941 Chevrolet C.O.E. truck, $2,250. Have several other good buys. New heavy duty wreckers and bodies available. Byrne Equipment Sales, 105 W. Court St., Cincinnati, Ohio.

TRUCKS AND TRAILERS—Many types including 6x6 GMC, 6x4 GMC, long and short wheelbase, with or without winch, Dodge ambulances, Dodge weapon carriers and carryalls of various types and capacities, Chevrolet 4x4 tractors, 1½ ton panels, and cargos, 4 or 6 ton auto-car tractors. Biederman and Reo 7-ton tractors, available Diamond T with refrigerator van body. Studebaker 6x4 tractors and dumps. International and Studebaker 33 passenger buses. Ford and Willys jeeps. Ford bomb service trucks. Various types new and used trailers, all priced to sell. Please contact Mr. Becker or Mr. Munsell, c/o Becker Motors, Inc., Indianapolis, Indiana. Phone: LI. 4389.

### TRUCK EQUIPMENT WANTED

WANTED TO BUY—New or used International model K-5 cab. Shultz Motor Sales, P. O. Box No. 806, Tiffin, Ohio.

### TRUCK EQUIPMENT FOR SALE

10—1942 White half-tracks, Model T-30, 4x4 drive, motor as in WA-22 White.
24—1942 International half-tracks, Model M-9A1, 4x4 drive, motor KR-11.
These trucks driven less than 5,000 miles.
Write or Wire to
**Montgomery Auto Sales, Inc.**
2204 N. Main St. C. 5108
Houston, Texas

WRECKER—1942 Dodge, 1-ton dual, 16-inch wheels, four-speed transmission, 18,000-pound power winch, 250-foot cable. Priced to sell at $1,750. Standard Auto Sales, 220 North 7th, Muskogee, Okla. Phone 328.

FOR SALE—All steel pickup boxes for ½-ton trucks, $76 plus tax, FOB Waukesha. Special boxes built to specifications. ¾-ton Dodge power wagon boxes available. National Truck Equipment Co., Phone 3363, Waukesha, Wis.

FOR SALE—Five 1946 Ford school bus chassis 194" wheel base. Immediate delivery. Shaffer Motors, Inc., 113 First St., S. E., Massillon, Ohio. (Phone 2-1545).

TRAILER REFRIGERATOR UNITS. 5 brand new units. 13,000 B.T.U. capacity at 5 degrees Fahrenheit. Installed weight 1,175 pounds. Priced to sell. Write or call for particulars. Omaha Body and Equipment, 24th and Vinton, Omaha. Webster 1255.

### PARTS WANTED

PARTS WANTED—Left rear fender, rear bumper and gravel deflector for 1940 Chrysler New Yorker. Lauritzen Motors, Richmond, Va.

WANTED—Old Ford motors suitable to rebuild. Models A, B, 60 and 85 HP V-8, 1932 to 1938. Judge Motor Corp., 81 Lake Ave., Rochester, N. Y.

# CLASSIFIED WANT AD DEPARTMENT

Reaching an estimated 75,000 readers engaged in all branches of the automotive industry from Maine to California.—Low Rates: TWELVE CENTS (12c) PER WORD for one insertion or 30c per word for 3 consecutive insertions. Cash in advance. Count initials and groups of numbers as one word. Ads may be signed with your full name and address at regular rates but if signed "Box No. ....., in care of Automotive News, Detroit 26, Mich." add One Dollar ($1) per insertion for address and extra service as replies are forwarded, unopened, the same day received. Display Ads: $8.40 per inch, per insertion.

WANT AD DEPT., AUTOMOTIVE NEWS, PENOBSCOT BUILDING, DETROIT 26, MICH.

### PARTS WANTED

WHAT HAVE YOU to sell in automobile and truck parts? We may be the buyer you are looking for. Write to us. Fuller Auto Salvage, Box 628, Salina, Kan.

CYLINDER HEAD, 1936 De Soto Airflow, urgently needed. Part number 1073010. Carl Scheer, 205 Sunderland, Omaha, Nebraska.

### PARTS FOR SALE

FORD parts for sale, 30% discount freight prepaid, except net items 10%. Also truck tires, 15% off dealer billing. Write Haley-Cowart Motor Co., Douglas, Ga.

NEW BATTERIES, tires and tubes, wholesale. Victory Tire Exchange, New Brunswick, N. J.

**PONTIAC**
PARTS WHOLESALE
25% discount to all garages.
Fast shipment, prompt courteous service.
We ship anywhere, we want your business.
DICKINSON-WALLACE
12740 Gratiot
Detroit 5, Michigan
PRospect 5000

NEW FORD—194" bus chassis available for immediate delivery. Write Box 1609, c/o Automotive News, Detroit 26.

IMMEDIATE DELIVERY — Genuine Ford parts. Complete line, liberal discount. Special discounts on surplus items. Write, wire or phone Chester 6131 for the answer to your parts problems. Gash-Stull Co., 9th and Sproul Sts., Chester, Pa.

**PONTIAC**
*Parts Wholesaler*
Fast Midwest deliveries. Exceptionally large stock on hand. Prompt, courteous treatment. 25% discount to dealers on regular discount items. We want your business. We can help you.
**THOMS PONTIAC CO.**
Phone Forest 8002
5225 Delmar Blvd.
ST. LOUIS 8, MO.

TWO-SPEED TIMKEN rear ends available for model 19 Reo trucks. Bill's Nash Sales & Service, 125 Sherman St., Watertown, New York.

NEW CHEVROLET 4x4 complete front end assemblies, $79.50. The third member interchanges with the rear end. Also fits G.M.C. banjo type rear and front ends, Max Auto Parts Co., 531 Marietta St., Atlanta, Ga.

OLDSMOBILE PARTS — Large stock, prompt mail order service. John E. Vollmer, Inc., Oldsmobile Dealer, Webster Groves 19, Mo.

### PARTS FOR SALE

PARTS FOR HUDSONS—Water pump kits, list $8.90; fibre timing gears, any model, list $6.90; less 25%, 6 or more less 30%, plus postage and 25 cents packing fee. Either type center steering bearings, also main bearings. Indianhead Manufacturing Co., Lima, Ohio.

FRONT AXLE assemblies for Chevrolet 4x4, brand new. Includes brakes, hubs, axles, gears, bearings, etc. Differential assembly interchangeable with GMC banjo type front and rear. $85 each in lots of 6, f.o.b. Atlanta. (List price, $390 each). Fulton Auto Exchange, 190 Edgewood Ave. N. E., Atlanta, Ga. MA. 2134.

OVERLOADING SPRINGS—Brand new for Chevrolet 1½-ton army and civilian trucks. Includes brackets and ALL attachments necessary. List price $46. Our price $25 per set, f.o.b. Atlanta. Fulton Auto Exchange, 190 Edgewood Ave. N. E., Atlanta, Ga. MA. 2134.

CLUTCH PLATE—Genuine accurate part—fits Dodge, Chrysler, Plymouth and DeSoto. Excellent for taxicabs. 10"-10 spline. 1" hub. Part No. 921349. Priced to sell at $3.67 each in lots of 25, FOB Atlanta—shipped C.O.D. Fulton Auto Exchange, 190 Edgewood Ave. N. E., Atlanta, Ga. MA. 2134.

REAR GRILL GUARDS. Fits all GMC and Chevrolet trucks to protect rear vision glass. 85 cents each in lots of 25. (List price $4.50 each). Shipped COD. Fulton Auto Exchange, 190 Edgewood Ave., Atlanta, Ga. MA. 2134.

NEW FRAME for 1941 to 1946 Chevrolet Cabriolet. 25% discount. Hoselton Chevrolet, East Rochester, New York.

### SHOP EQUIPMENT FOR SALE

PARTS, OFFICE AND SERVICE EQUIPMENT for sale by former Ford, Lincoln and Mercury distributor. Forced partnership liquidation, must dispose of everything. Price—$3,000. Box 1588, c/o Automotive News, Detroit 26.

PACKARD SIGNS—New car sign, twelve feet high and L shaped. Used car sign 3'x5'. All neon in A-1 condition. Located in Illinois. Write Automotive News, Box 1589, Detroit 26.

BEAR HEAD LIGHT TESTER, model 555. Good condition—$95. Leo Rocca, Inc., 4301 Connecticut Avenue, N.W., Washington, D. C. Telephone: Emerson 7900.

FOR SALE—1 Weindenhoof constant potential charger, ca. 30 batteries, complete in good working condition. Model 63A2, for $150, Chicago. Lawder Bros., Inc., 6900 Vincennes Avenue, Chicago 21, Illinois.

FOR SALE—1 used Bendix Cowdrey 4-wheel brake tester, ramp back-off type, 6-inch single faced dials, ⅓ HP motors, model No. 112000, with 2 front Robinson air jacks. For $150. Lawder Bros., Inc., 6900 Vincennes Ave., Chicago 21, Illinois.

FOR SALE—15 feet S2A Kaiser-Frazer perpendicular electric product sign. Also large medalion service sign. Save money on these signs! Still in crates—unused. Redwood Motors, Inc., 481 E. 185th St., Euclid, Ohio.

DE SOTO-PLYMOUTH NEON SIGN FOR SALE
Vertical, lift high 7 feet across bottom, painted maroon with white lettering. In perfect condition.
— PRICE $175 —
HACK & BESSNER MOTOR CO.
Rochester, Minn.

ATTENTION
KAISER-FRAZER DEALERS
Brand New Factory Approved Kaiser-Frazer Neon Sign
— Substantial Discount —
BERNIE HEIMAN MOTOR CORP.
115 No. Perry St. Johnstown, N. Y.

### AIRPLANES FOR SALE

1946 ERCOUPE — Two-passenger, 75 hp, new, three hours. Never registered. Delivers $3,487 in Philadelphia. Will sell for $3,145 cash or trade new car. For information call W. Foxall MacElree, Wayne, Pennsylvania. Wayne 2100.

### AUTO EQUIPMENT FOR SALE

TOW PILOT—$17.50
(Dealers)
Improved 1947 Model
RED ARROW BARS—$35.82
Complete with Guide Cables
Tow Bar Sales Company
FACTORY DISTRIBUTORS
100 S. Clinton St. Chicago 6, Ill.

### TIRES FOR SALE

TIRES—New or used. Low prices, high quality. Public Tire Co., 948 Main Ave., Passaic, N. J. PA. 2-5279.

TIRES FOR SALE—U. S., General or Goodyear passenger and truck tires. Will ship anywhere at Key Deal, less 10% on quantity orders. Caswell & Co., Ionia, Mich.

### ACCESSORIES FOR SALE

AUTOMOBILE DEALERS—Hawley-Condit presents two new rear seat radio speakers for 1947. The Jewelstone 8" speaker—list price $21.75 and the Mellotone 6" speaker, list price $18.75. Adaptable to all car radios. Write today for dealer net and quantity lot prices to Hawley-Condit, Box 288, Venice, California.

AUTO SEAT COVERS—Here it is: For America's finest covers; we offer you the best in quality, workmanship and price. Specializing in custom tailored, we have an assortment of PLASTIC, FIBRE, and SAILCLOTH in various colors, all beautifully trimmed with harmonizing leatherette. For Universal covers, we specialize in fibre of the best quality, in various colors, with harmonizing leatherette trim. An order of one set will prove our statements. Catalog and price list available. Prompt delivery. To order the best, order from Best Cover Co., 1947 Broadway, New York 23, New York. TR. 3-2948.

### ACCESSORIES FOR SALE

SEAT COVERS for all model cars. Fibres or plastics, $11.85 per set. 5% with order. Bay Sales, 374 Bay St., Rochester 5, N. Y.

**KAISER DEALERS**
A shipment of tailor-made seat covers for the new Kaiser cars in red, green and blue has just arrived. The dealers price, ordered in sets of three (3) is $18.50 each, plus the federal tax, Columbus.
Mail, C.O.D. Orders Excepted for Immediate Delivery
**Liberty Sales Company**
2460 N. High Street
COLUMBUS 2, OHIO
Jefferson 5411-5412

**250 Gallon Water or Fuel Tank Trailers**
Some equipped with hand pumping units. Quantity 16. Will wholesale at $75 each, f.o.b. Atlanta.
**Fulton Auto Exchange**
190 Edgewood Ave. N. E.
ATLANTA, GA.
MA. 2134 JA. 4933

### MISCELLANEOUS

ENGINE REBUILDING — Crankshaft grinding and metallizing. John P. Hughes Motor Co., Inc., 800 Commerce St., Lynchburg, Virginia.

**2,000 GALLON TANK TRAILERS**
Model F-2A, Complete with Wisconsin Motor, 2 Meters, Reels, Etc. Mounted in Rear
WILL WHOLESALE ENTIRE LOT AT $675 EACH F.O.B. MOBILE, ALA.
Loaded Free of Charge on Cars or on Ships
Details and Picture of Type of Trailers Sent on Request
FULTON AUTO EXCHANGE
190 Edgewood Ave., N.E. Atlanta, Ga.
Ma. 2134—Ja. 4933

**ATTENTION**
CUSTOM-TAILORED SEAT COVERS
Now Available for Immediate Shipment
All Models—Except Convertibles
Chevrolet - Ford - Buick - Pontiac - Olds
1941-1947
Net Dealer Prices—$11.50 to $13.50
Plus 5% Federal Excise Tax
Finest Grade Fiber Matting, Leatherette, and Cloth Trim
Used—Easy to Install—All Covers Guaranteed
May Be Returned Within 30 Days for Full Credit
METROPOLITAN MOTORS, INC.
611 FOURTH AVENUE HUNTINGTON, W. VA.

**HIDDEN LOSSES**
Every business, regardless of how efficiently it is managed or how much money it is making on present volume, has some weak spots or hidden losses that continue to go on unnoticed for quite some time and usually prove very costly to a dealer. Most of these weaknesses can be detected quickly when your statement is analyzed by a specialist, one who is not accustomed to making a mechanical or habit review of the statement.
Send your latest Financial and Operating Statement to us for a complete, UNBIASED analysis. Your statement will be kept in the strictest of confidence and returned to you with our analysis.
The total savings to you will amount far in excess of the cost of this analysis.
Complete Unbiased Analysis of a Dealer's Business Statement—$25.00
J. B. VAN TASSEL ASSOCIATES
AUTOMOTIVE DEALER BUSINESS CONSULTANTS
439 Penobscot Bldg. Phone: RAndolph 5566 Detroit 26, Mich.
EXPERT UNBIASED ANALYTICAL SERVICE FOR AUTOMOBILE DEALERS
(Reference: Automotive News, Detroit)

**New 9 Foot Open Cargo Truck Bodies**
WITH TARPAULINS, SIDES, BOWS, ETC.
(Complete in Every Detail)
Original Cost to Government, $325 Each
Must Be Moved from Government Warehouse
Will Sacrifice at
$50 Each in Lots of 2 or More
f.o.b. Atlanta
Will Load Free of Charge
Body Measurement 70" Wide, 108" Long
Runners 34" Outside, 29½" Inside
Ideal for Short Wheelbase Civilian Truck
Packed 2 to Crate—Shipping Weight 3,250 Lbs. Per Crate
Picture on Request
FULTON AUTO EXCHANGE
190 Edgewood Ave., N.E. Atlanta, Georgia
Main 2134—Ja. 4933

*The Original INDIANAPOLIS . . . . . .*
**USED CAR AUCTION**
NOW IN FULL SWING **EVERY WEDNESDAY**
SALE STARTS PROMPTLY AT 12 NOON
PLENTY OF CARS — PLENTY OF BUYERS
CHARLIE STUART & JOHN RAMP INC.
1215 N. Meridian "PAT" PATTERSON, AUCTIONEER Riley 8781

**CHRYSLER DEALERS!**
We have oil filter cartridges for the 1946 and 1947 Chrysler.
Replaces Mopar No. 1123387—Western Filter Pack No. 1330
$1.05 Net — up to 48
.98 Net — up to 120
.85 Net — 120 or more
Check your stock. Ask your parts manager. Immediate delivery.
First line filters. Very scarce. Guaranteed.
BLAUSHILD MOTOR CO.
18311 Kinsman Road Cleveland 20, Ohio

**40th ANNIVERSARY OF INTERNATIONAL TRUCKS**
1907-1947—Forty years of International Truck Service to Industry, Commerce and Agriculture.

INTERNATIONAL

# *Announcing*—NEW MODELS INTERNATIONAL TRUCKS

Truck owners will operate them—drivers will drive them—*with greater pride than ever before.*

They're the new KB Models of International Trucks—outstanding products of advanced design, engineering and research—newly styled with flowing lines sharply accented by gleaming chrome, and with 95 features and improvements variously incorporated throughout 15 basic models.

And fully qualified to do their jobs with new economy, new ease of operation, and the rugged stamina for which Internationals are *famous!*

They're the finest values in more than 40 years of International Truck history. And International values have always been outstanding—so outstanding that for 16 years more heavy-duty Internationals have served American commerce and industry than any other make.

In the *complete* International Line there's the right truck for every hauling job. And back of every truck is *specialized* International Service—supplied by the nation's largest company-owned truck-service organization, International Branches—and by International Dealers everywhere.

Yes, the new KB Internationals will be owned and driven with pride—with pride and profit—because these rugged trucks perform with unbeatable economy.

*Motor Truck Division*
INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue, Chicago 1, Ill.

**TRUCK OPERATORS!** For details of the 95 FEATURES AND IMPROVEMENTS in various models of the new KB Internationals, see your International Branch or Dealer.

*Tune in James Melton on "Harvest of Stars" every Sunday! NBC Network. See newspapers for time and station.*

INTERNATIONAL

INTERNATIONAL Trucks

# *New* INTERNATIONAL TRUCKS

The above advertisement appears in 80 magazines in February. Total circulation of the 80 magazines is 15,000,000.

Read the advertisement carefully. Note the reference to 15 basic models in the International KB Line.

**But if each job adaptation—each conversion of a basic International Model—is considered as a different vehicle, it can be truly said that there are more than 1,000 different trucks in the International Line.**

The solid values in International's basic models, plus International's ability to fit trucks to their jobs, means this:

**International Dealers can sell on every job the exact truck that will do that particular job best.**

And trucks fitted to their jobs, backed by International's aggressive advertising, sales promotion and field support, mean lasting dealer prosperity based on satisfied customers.

The foregoing presents one of the many reasons why the International Franchise is the most valuable in the truck industry. For the complete statement address

*Motor Truck Division*
**INTERNATIONAL HARVESTER COMPANY**
**180 North Michigan Avenue** **Chicago 1, Illinois**

*Tune in James Melton on "Harvest of Stars" every Sunday! NBC Network. See newspaper for time and station.*

INTERNATIONAL

INTERNATIONAL Trucks